Director of Global Student Recruitment

Duke Kunshan University
Job Description

Occupational Summary:
The Director of Global Student Recruitment oversees all marketing and recruitment activities to identify, attract, and yield prospective students for DKU’s graduate degree programs and undergraduate semester program.

Reports to:
Executive Vice Chancellor of DKU
Coordinates closely with Duke University’s Vice Provost for DKU and China Initiatives and academic program leaders at Duke University.

Essential Duties:

- Leading the development and execution of a comprehensive strategy for academic program marketing, student recruitment, and admissions yield across multiple programs and offices in Durham and Kunshan.
- Creation and administration of central recruiting resources (e.g., viewbook, web sites, multimedia materials) to support recruiting across programs and cultures.
- Oversight of decentralized budgets to support program-level admissions marketing and recruitment.
- Coordination with programs and offices in Durham and Kunshan to ensure cross-promotion of programs, effective use of human and financial resources, and consistency of the DKU brand in all marketing and admissions materials.
- Promotion and communication of scholarship opportunities and tuition policies.
- Coordination of marketing activities with DKU’s communications and marketing team in Kunshan.

Qualification:

Education:
Candidate should possess master’s degree, with MBA, master’s degree in higher education administration, or another related field preferred.

Experience:
- Significant experience in admissions marketing and recruitment.
- Experience planning and implementing successful multi-channel marketing and communications programs.
- Demonstrated ability to effectively communicate and operate in a multi-cultural environment.
- Fluency in English required; Mandarin Chinese language skills desirable.

This position is based in Kunshan, China, with regular travel to Durham, USA.