Job Description – Marketing Manager

Department: University Communications  
Reports to: Director of University Communications

Position Summary

The Marketing Manager is responsible for implementing a comprehensive outreach and marketing strategy to increase understanding and awareness of NYU Shanghai. S/he will collaborate with other staff in the department to produce marketing materials including creating a consistent brand identity, designing print and electronic materials, and coordinating marketing and outreach efforts, in order to build the best representation of NYU Shanghai at events, on websites and social media channels, in printed materials, promotional items and advertising. The position requires expertise in digital, print, multi-media, and event marketing communications across channels.

Responsibilities

- Develop and execute marketing and communications strategies and tactics
- Develop concepts and ideas, and edit a wide variety of communications for print, TV, radio, and the Internet
- Serve as project manager using diverse marketing channels and maintaining and distributing schedules and budgets
- Serve as the content strategist for the Office of University Communications
- Manage production of promotional messaging, publications, and other materials
- Oversee writing, updating and placement of content on websites and other platforms including print
- As needed, write and/or edit reports, brochures, emails and copy for websites
- Collaborate with web designers and web programmers/developers on website design and capabilities
- Willingly take on other assignments from communications perspective that will assist NYU Shanghai in realizing its mission

Qualification
• **Required Education**
  Bachelor's degree in Communications, Marketing or related field/experience required

• **Required Experience**
  o At least five years of experience in Marketing, Communications or related field
  o Previous experience with higher education sector or in an academic setting is preferred

• **Required Knowledge, Skills, and Abilities**
  o Excellent integrated marketing project management skills
  o Excellent technical skills with a strong proficiency in managing social media platforms, electronic communications and website design
  o Excellent written and verbal communication skills in both Chinese and English
  o Ability to be detail oriented with excellent time management and organizational skills in order to develop priorities and meet deadlines
  o Ability to collaborate and communicate effectively with various co-workers
  o Ability to work under pressure

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