

Marketing Lead Education

EIT Digital

We believe in making and shaping a competitive digital Europe that is inclusive, fair and sustainable and aim at global impact through European innovation fueled by entrepreneurial talent and digital technology.

We embody the future of innovation by mobilizing a pan-European multi-stakeholder open-innovation ecosystem of top European corporations, SMEs, startups, universities and research institutes, where students, researchers, engineers, business developers and investors address the technology, talent, skills, business and capital needs of digital entrepreneurship. We build the next generation of digital ventures, digital products and services, and breed digital entrepreneurial talent, helping business and entrepreneurs to be at the frontier of digital innovation by providing them with technology, talent, and growth support.

For more information, visit www.eitdigital.eu.

EIT Digital Academy

The EIT Digital Academy delivers the EIT Digital entrepreneurial education programs and operates through three schools: Master School, Professional School and Summer School. The EIT Digital Academy equips its students with both deep tech digital skills as well as entrepreneurial skills. The EIT Digital Academy is closely linked to the EIT Digital Innovation and Entrepreneurship activities that focus on bringing technology to market and scaling up of digital ventures. Students from the EIT Digital Academy form the human link between the education and innovation activities of EIT Digital.

The EIT Digital Academy is delivering entrepreneurial digital talents through deep embedding of entrepreneurship into the education programs as well as applying novel on-line education techniques (such as MOOC, blended education, mobility, industry internships).

The Role

The Education Marketing Lead is responsible for shaping and developing the overall marketing strategy of the EIT Digital Education Activities to achieve the student recruitment goals as well as implementing that strategy on an operational level. The Education Marketing Lead is responsible for development, implementation and execution of the recruitment plan for the Master School and the go-to-market plan for the Summer Schools. He/She will be responsible to implement and execute the Education marketing strategy.

Main Responsibilities

- Use best in class digital marketing practices and tools to craft high-converting advertising campaigns and sales funnels that drive quality traffic, leads, and applications on the Master School website and application portal while achieving low acquisition cost;
- Manage the customer journey of the applicant until his enrolment in the Master School by improving the sales process throughout the recruitment funnel;
- Develop digital and non-digital marketing collateral to ensure accurate targeting and marketing strategies that resonate with Master School target audience;
- Update and improve websites and other digital media channels, in collaboration with webmaster where necessary;
- Develop digital marketing campaigns and sequences using best marketing practices to ensure high conversions and engagement;
- Supervise marketing messages and marketing collateral for Master School events including recruitment fairs, Kick-off and Graduation;
- Ensure brand maintenance, including removal and replacement of non-conforming texts;

- Manage relationships with graphic designers, videographers and digital marketing service providers to ensure campaigns are successfully developed while maintaining brand consistency;
- Improve records management and data entry, provide executive reporting of marketing campaigns.

KPIs

- Number of students enrolment
- Quality of Master School related recruitment supports and marketing collateral
- Management of the Master School website as an effective engagement and sales tool
- Quality of data maintenance and data analysis
- Development of effective support systems to help partner institutions boost local recruitment

Qualifications and Experience

- MSc degree in Science, Technology, Engineering or Mathematics (STEM) is a requirement, Computer Science is an asset;
- Minimum 7+ years' relevant experience in digital marketing targeted at young adults;
- Track record of success in postgraduate international recruitment in Europe. In-depth understanding of the postgraduate recruitment landscape within the EU is essential, as well as the ability to effectively reach out to and engage global audiences;
- Track record of success in integrating digital marketing and communication into the marketing strategy to effectively engage specific target segments;
- Strategic thinker with a sales-oriented and business growth mindset, and a strong customer focus;
- Excellent verbal and written communications skills, working experience in matrix organisations and multicultural work environments;
- Excellent stakeholder management skills. A track record of success in developing effective marketing support systems for a variety of partner academic institutions;
- Experience in managing video content and production, and effectively using this content to engage specific target audiences and drive sales.

Languages

Fluent in English with excellent verbal and written communication skills and ability to adapt to a variety of stakeholders is required. Knowledge of any other EU language is a merit.

Employment

This is a full-time position. EIT Digital office in Brussels. Selected candidate may be required to occasionally travel to other EU countries.

To apply

Please mail a resume and motivation letter to psl_marketing@eitdigital.eu, outlining how your skills and experience meet the qualifications of the position. Applications without a motivation letter will not be considered. Additional information can be obtained via www.eitdigital.eu/our-community/careers.

EIT Digital is an equal opportunity employer and values diversity. To build a strong digital Europe that works for everyone it is vital that we have diverse range of skills, knowledge and experience in the sector. Therefore, we welcome applications from anyone who meets the above criteria and encourage applications from women, ethnic minorities, and other underrepresented groups.

Applications should be submitted before 5pm CET of August 16. 2022.