

EIT Digital Accelerator – Digital Marketing Specialist

EIT Digital

EIT Digital is a leading European open innovation organisation that brings together a partnership of over 130 top European corporations, SMEs, startups, universities and research institutes. EIT Digital invests in strategic areas to accelerate market uptake of research-based digital technologies and to bring entrepreneurial talent and leadership to Europe.

EIT Digital is a Knowledge and Innovation Community of the European Institute of Innovation and Technology (EIT). EIT Digital headquarters are in Brussels with co-location centers in Berlin, Budapest, Eindhoven, Helsinki, London, Madrid, Paris, Stockholm, Trento and a hub in Silicon Valley.

The EIT Digital Accelerator supports European digital technology ventures to scale up in Europe and beyond by helping secure target customers and raise capital.

The Role

The Digital Marketing Specialist will be responsible for shaping the digital marketing strategy of the EIT Digital Accelerator, creating engaging content and distributing the content throughout various digital marketing channels together with the Accelerator team. His/her goal will be to increase the number of quality applications to the EIT Digital Accelerator, as well as raising the international profile of the Accelerator. The Digital Marketing Specialist reports to the Accelerator Marketing Lead.

Key Tasks

Main goal of the position is to increase the number of quality applications for the EIT Digital Accelerator through implementation and optimization of the following key tasks:

Developing and managing digital marketing campaigns across channels

- Evaluating various digital platforms, channels and tools
- Creating and adapting relevant content and feeding the different channels
- Monitoring and analysing of market data and online activities of competitors

Content creation

- Writing engaging texts for website, social media, newsletter etc.
- Proof-reading English texts

Social Media Marketing

- Overseeing the social media marketing strategy
- Management of ad campaigns for Facebook, Twitter, LinkedIn
- Testing of visuals and targeting, continuous optimization of KPIs
- Driving traffic to YouTube channels

E-Mail-Marketing

- Management of newsletters and direct mailings
- Analytics, optimization

Community / Influencer Marketing

- Identifying and engaging in relevant communities and conversations, eg. LinkedIn groups, Quora and others
- Establishing relationships with influencers, finding brand ambassadors

Website Marketing

- Implementing a SEO strategy (keywords, coding, affiliation) to increase ranking in Google search in collaboration with Webmaster and communications team

- Devising strategies to drive online traffic to the Accelerator website via Search Engine Marketing (SEM)
- Tracking conversion rates and suggesting improvements to the website
- Developing a concept for landing pages
- Utilizing a range of tools and techniques including Google Analytics

Qualifications

- Bachelor's or Master's Degree in Marketing, Business, Media, or equivalent
- At least three-year experience in digital marketing positions
- Excellent written communication and copywriting skills, ability to translate technical terminology into colloquial wording
- Very analytical and able to translate complex data into actionable and profitable marketing plans; results driven
- Creative mind, able to think "campaign-style"
- Experienced practitioner of various social media channels, especially Facebook, Twitter and LinkedIn
- Team player with an international mindset
- Fluent in English (native level); knowledge of any of the languages German, Swedish, French, Finnish, Dutch, Italian, Spanish, Hungarian is a merit

What we offer

- An exciting job in an international and ambitious team as part of the leading European innovation network EIT Digital
- A great opportunity to shape your area of responsibility proactively and contribute with your own ideas
- Access to an international network of startups, innovators and leading corporations

Other

- Employment is by EIT Digital. Physical location of work is at one of the EIT Digital Co-location Centers: Berlin, Eindhoven, Helsinki, London, Paris, Stockholm, Trento, Budapest or Madrid
- International travel: Need to be prepared to travel occasionally

Starting Date

As soon as possible

This is a full-time position.

Contact

Please send your **application including CV and motivation letter stating your salary expectations and earliest possible starting date** to Dominik Krabbe, Accelerator Marketing Lead, dominik.krabbe@eitdigital.eu.

Only applications with a CV and motivation letter will be considered.

Applications should be submitted before September 10, 2017.

EIT Digital values diversity and welcomes applications from all suitably qualified candidates regardless of age, gender, race, disability, sexual orientation, religion or ethnic background.