

EIT Digital is looking for

# Sales and Marketing Lead - Professional School

## ***EIT Digital***

EIT Digital is a leading European digital innovation and entrepreneurial education organisation driving Europe's digital transformation.

EIT Digital delivers breakthrough digital innovations to the market and breeds entrepreneurial talent for economic growth and improved quality of life in Europe. It does this by mobilising a pan-European ecosystem of over 130 top European corporations, SMEs, start-ups, universities and research institutes; thus bringing together students, researchers, engineers, business developers and entrepreneurs in Co-Location Centres (CLC) in Berlin, Budapest, Eindhoven, Helsinki, London, Madrid, Paris, Stockholm, Trento, and in its hub in Silicon Valley.

EIT Digital is an equal opportunity employer.

## ***The position***

The Sales and Marketing Lead will be responsible for marketing and sales for the EIT Digital Professional School. The position reports to the Head of Professional School. The Sales and Marketing Lead is responsible for the pan-European marketing and sales strategy and implementation. The representative is also part of the international professional school team of EIT Digital. He or she will contribute to the EIT Digital sales, marketing, and branding strategy for the Professional School and will translate this to practical implementation and execute on its KPI's.

### ***Key Responsibilities***

The Sales and Marketing Lead is responsible for a variety of tasks, including but not limited to:

- Direct-marketing of the professional school to professionals within companies through relevant direct channels. These are open Enrolment Professional Courses, whereby the participating individuals are paying the course fee by themselves or let the employer pay.
- B2B Marketing and Sales to decision makers for competence development in the area of ICT for companies and organisations. (Company Trainings, whereby the respective company is paying the course fee for all participating individuals and accordingly is able to determine such individuals).
- Work collaboratively with a diverse team to manage pan European marketing and sales plans (Executing on our common KPI's).

### ***Qualifications***

- A minimum of 5-6 years' experience in sales and marketing is required from the ICT and Education industry.
- A degree in marketing, business, communications, or a related field is required.
- Solid understanding and knowledge of the Marketing and Sales process.
- Marketing and sales background with clear stakeholder focus.
- Prior experience of international markets, project management and planning experience.
- Prior experience on start-ups and innovation centres is a plus.
- Experience on using social media channels in marketing and sales.
- Excellent written and verbal communications skills.
- Ability to effectively work under tight deadlines and manage projects independently.
- Resourcefulness in solving problems.
- Team player with excellent people skills, enthusiastic attitude and able to work in multiparty, international context.
- Strong organizational skills and keen attention to detail.
- Superior professionalism, judgment and strong work ethic.

### ***Languages***

- Fluent in English with excellent verbal and written communication skills.
- Knowledge of German, Swedish, French, Finnish, Dutch, Hungarian, Spanish, or Italian is an advantage.

***Development opportunities***

Getting exposed to a multinational and disciplined work environment and contributing to a growing and recognised organisation, working in an entrepreneurial and integrated fashion with education, innovation, research centres and business partners.

***Place of employment***

One of the EIT Digital Co-location Centres (Berlin, Budapest, Eindhoven, Helsinki, London, Madrid, Paris, Stockholm, Trento) or the headquarters in Brussels.

***Contact***

Jens Ohlsson, Head PSL EIT Digital; [jens.ohlsson@eitdigital.eu](mailto:jens.ohlsson@eitdigital.eu)

***Starting Date***

As Soon As Possible

**To Apply:** Please mail a C.V. and motivation letter, outlining how your skills and experience meet the qualifications of the position and stating how you heard about this opportunity to [psl\\_recruit@eitdigital.eu](mailto:psl_recruit@eitdigital.eu).

Applications without a motivation letter will not be considered.

***Applications should be submitted by March 31, 2017.***