

EIT Digital seeks a Marketing Lead for the Master 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 150 top European corporations, SMEs, start-ups, universities and research institutes.

As a Knowledge and Innovation Community of the European Institute of Innovation and Technology, EIT Digital is focused on entrepreneurship and is at the forefront of integrating education, research and business by bringing together students, researchers, engineers, business developers and entrepreneurs. This is done in our pan-European network of Co-Location Centres in Berlin, Eindhoven, Helsinki, London, Paris, Stockholm, Trento, as well as in Budapest and Madrid. We also have a hub in Silicon Valley. For further information please visit our website eitdigital.eu

EIT Digital is an equal opportunity employer and values diversity.

EIT Digital Master School

EIT Digital breeds a new generation of digital entrepreneurs thanks to its Master School. The Master School offers eight European postgraduate programmes in computer science and information technology, with a focus on innovation and entrepreneurship. The education is delivered by leading European universities, partners of EIT Digital.

The role

The Master School Marketing Lead is responsible for shaping and developing the overall marketing strategy of the EIT Digital Master School to achieve the student recruitment goals as well as implementing that strategy on an operational level. The Master School currently has around 600 highly qualified engineering and computer science postgraduate students placed in 17 universities in 9 EU Member States. This number is set to increase.

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 skills

- Post Graduate – Preferably in STEM education
- Minimum 7+ years' relevant experience in digital marketing targeted at young adults

Experience

- A track record of success in postgraduate international recruitment in Europe. An 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
- A 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
- Strong analytical and problem-solving skills
- 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
- A proven track record of success in rapid-growth matrix organisations **and multicultural work environments**

Languages

- Fluent English with excellent verbal, written and presentation skills
- Knowledge of any of the languages Dutch, Finnish, French, German, Hungarian, Italian, Spanish and Swedish is a merit

Reporting to EIT Digital Head of Master School

Place of employment

EIT Digital Headquarters in Brussels (BE).



To apply

Please mail a resume and motivation letter to marketing_msl@eitdigital.eu, outlining how your skills and experience meet the qualifications of the position.

Applications without a motivation letter will not be considered.

Applications should be submitted until 5pm Wednesday October 31, 2018

