

Master School Marketing Lead

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.

EIT Digital is an equal opportunity employer.

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 position

The successful candidate will be responsible for implementing the long term marketing strategy for the recruitment of students in EIT Digital's Master School. The Master School programme 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

- Implement the marketing strategy jointly with the Recruitment Lead to meet recruitment KPIs
- Use best digital marketing practices and strategies 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
- Improve the sales process on the Master School website and application portal: Counsel and supervise the UX Designer that will be hired to assess the current website and application portal and implement the changes online
- 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, in collaboration with webmaster where necessary
- Develop digital marketing campaigns and sequences using best marketing practices to ensure high conversions and engagement

- Supervise English language text of marketing messages and marketing collateral for MSL events including recruitment fairs, Kick-off and Graduation
- Responsible of the 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
- Analyse marketing campaigns

KPIs

- Number of student applications
- Quality of Master School related recruitment announcements and marketing collateral
- Timely and consistent update of Master School website
- Quality of record keeping and data analysis

Qualifications and skills

- Post Graduate
- Minimum 7 years' relevant experience

Experience

- Prior work experience in digital marketing with proven track record of driving results
- Excellent verbal and written communications skills
- Strong analytical and problem-solving skills
- Strategic thinker with a business growth mindset
- Experience in managing video content and production

Languages

- Fluent English
- Knowledge of any of the languages German, Swedish, French, Finnish, Dutch, Spain, Hungarian or Italian is a merit

Reporting to

- Reporting to the Master School Head

Place of employment

EIT Digital Headquarters in Brussels

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.

Due to the large amount of applications we normally receive, we will only be able to follow up with shortlisted candidates.

Applications should be submitted before February 28, 2018.

For further information please visit our website eitdigital.eu