

Recruitment and Marketing Assistant

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 managing the day to day recruitment and marketing activities for the students in EIT Digital's Master School (MSL). 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.

He/she will work in a dynamic international team and with stakeholders spread out across Europe.

Place of employment

EIT Digital Headquarters in Brussels

Responsibilities

- **Recruitment**
 - Assist the Master School in the different phases of implementation of recruitment actions (this includes logistics for recruitment events across Europe)
 - Follow up on leads generated by Recruitment and Marketing actions to drive prospective students to apply to the Master School and to improve retention rate once they have applied (emailing, phoning)
 - Consolidate all the leads into one data base
 - Improve and optimise the existing data base of leads and anticipate it's transfer into a CRM tool
- **Marketing**
 - Support drafting, development and publication of English language text for Master School related recruitment announcements, brochures and other marketing collaterals
 - In partnership with partner universities and in collaboration with webmaster where necessary, support drafting, development and publication of English language text for Master School website

- In partnership with partner universities, support maintenance of Master School brand compliance, including removal and replacement of non-conforming texts on partner university websites
- Conduct benchmarking on the way other universities' approach student recruitment
- Conduct benchmarking on digital direct and indirect advertising trends (including social media) to improve Master School promotion and recruitment
- Support development of social media tools for promotion and recruitment

Qualifications and skills:

The successful candidate should hold:

- BSc degree in Marketing, Communications or relevant field
- Minimum 2 years of proven experience in Marketing, Recruitment or Sales

Experience

- High written communications skills in English
- A high level of commercial and customer relationship awareness
- good working knowledge of Excel
- Have a strong interest for digital marketing and social media
- Familiar with Google analytics or similar or keen to learn
- Well-organized, persevering, curious, team player, hands-on with a positive, can-do attitude
- Demonstrate ability to multi-task

Languages

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

Reporting to the Master School Head

Place of employment

EIT Digital Headquarters in Brussels

Other information

Please note this is a definite term contract for 12 months.

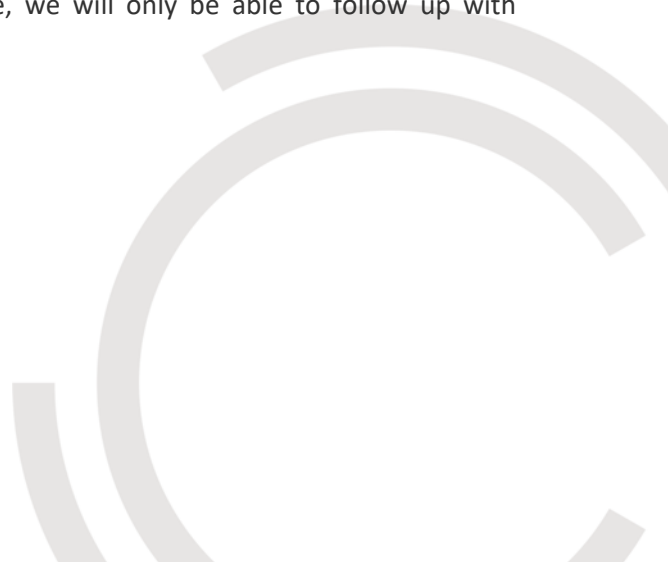
To apply

Please mail a resume and motivation letter to assistant_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

A decorative graphic in the bottom right corner consisting of several overlapping, semi-transparent circles in shades of gray.