

# EIT Digital seeks a Marketing Manager to join the Accelerator

## About us

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 200 top European corporations, SMEs, startups, 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, Budapest, Eindhoven, Helsinki, London, Madrid, Paris, Stockholm and Trento. We also have a hub in Silicon Valley. For more information, visit [www.eitdigital.eu](http://www.eitdigital.eu).

EIT Digital is an equal opportunity employer and values diversity.

## Marketing Manager @EIT Digital Accelerator

The EIT Digital Accelerator supports a portfolio of European scaleups with international Access to Market (customer acquisition) and Access to Finance (fundraising) services. The Marketing Manager is responsible for creating, executing and managing the Accelerator marketing programmes to drive the business pipeline for the Accelerator team. The targets are deep tech scaleups in digital, as well as their customers and investors at the European scale. A key responsibility is organizing and running the EIT Digital Challenge, an annual pan European contest awarding the best digital deep tech scaleups.

## Responsibilities

- Marketing
  - Drive and deploy the marketing strategy of the EIT Digital Accelerator
  - Create engaging content and success stories, disseminate the content throughout various marketing channels
  - Create marketing material to support the Accelerator Access to Market and Access to Finance specialists
- EIT Digital Challenge
  - Organize the contest strategy, prize package, jury process, documentations, submission system, building on the experiences from previous editions
  - Run the campaign, drive traffic, promote on events and through media
  - Manage the selection process and host the final events
- Operational excellence and reporting
  - Deploy analytics and optimize KPIs
  - Coordinate a small team of marketing specialists
  - Provide monitoring and reporting in the context of EIT Digital processes

**KPIs**

- Number of inbound applications to the EIT Digital Accelerator and delta growth with respect to previous year
- Number of inbound applications to the EIT Digital Challenge and delta growth with respect to previous year
- Reputation of the EIT Digital Accelerator as reported in the press, surveys and rankings

**Qualifications**

- A Master's degree is a requirement. A strong background in Science, Technology, Engineering or Mathematics (STEM) is a major plus. An MBA is an asset.
- 7 to 10 years of experience in marketing and communications in the tech startup scene (e.g. venture capital, accelerator, incubator) with minimum 3 years in management position
- Strong existing network in the European tech startup scene
- Entrepreneurial/hands-on way of working
- Operational excellence and attention to detail
- Business acumen with track record of delivering results
- Advanced leadership and relationship management
- Team player with an international mindset

**Languages**

- Superior written and verbal communication skills in English are required
- Knowledge of any of these languages is a merit: German, Swedish, French, Finnish, Dutch, Italian, Spanish, Hungarian.

**International travel**

Prepared to travel regularly, primarily to the EIT Digital nodes.

**Place of employment** Physical location of work is one of the EIT Digital Co-location Centres or Brussels

**Reporting to** Head of the EIT Digital Accelerator

**To apply**

Please mail a resume and motivation letter to [marketing\\_mgr\\_accel@eitdigital.eu](mailto:marketing_mgr_accel@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 until 5pm Friday 1 March 2019.**