

EIT Digital seeks a Student Recruiter

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.

EIT Digital is an equal opportunity employer and values diversity. To build a strong digital Europe that works for everyone it is vital that we have diverse range of skills, knowledge and experience in the sector. Therefore, we welcome applications from anyone who meets the below criteria and encourage applications from women, ethnic minorities, disabled people and other underrepresented groups.

The Role

The successful candidate will be responsible for supporting student outreach and recruitment-related marketing to prospective, existing and past students, as well as other stakeholders of EIT Digital Academy. EIT Digital Academy consists of Master School, Industrial Doctoral School, Professional School and Summer School, enrolling highly qualified engineering and computer science students, placed at top European technical universities in several EU member states.

Key Responsibilities

- Coordinate and participate in identified activities to increase student enrollment.
- Provide information to prospective students on university programs and services via online webinars, email, phone calls, social media channels.
- Draft content for email campaigns, newsletters, and websites.
- Conduct periodic website review to ensure current information is posted and available for prospective students.
- Attend student's recruitment fairs, education expos and other student outreach events.
- Create and maintain marketing materials and oversees the dissemination of materials including brochures, informational flyers, and promotional items.
- Maintain and update student outreach calendar/plan.
- Establish and maintain cooperative working relationships with partner universities, higher education institutions, and other stakeholders in the EIT Digital community.
- Develop, implement, and coordinate the Student Ambassador and Student Mentor Programs including training and supervising.
- Assist with EIT Digital Academy events including Kick-offs, Graduations and Summer Schools.
- Source, liaise, contract, and manage different suppliers and marketing agencies.
- Document all recruitment efforts and prepare summary reports.
- Perform other student-related duties.

Role success criteria/KPIs

- Number of students recruited.
- Quality of recruitment funnel in terms of conversions.
- Quality of marketing content and collateral.
- Quality of record keeping and data analysis.

Qualifications

- Master's degree in Marketing or STEM (Science, Technology, Engineering or Mathematics) preferred. Minimum of 5+ years' relevant experience; work experience in high education organisation is a plus.

Experience and Skills

- Outreach and recruitment experience in an educational, community/public agency environment.
- Fast learner in terms of understanding university programs, schedules, admissions and academic requirements.
- Be sensitive and understand the diverse academic, multi-cultural, and ethnic backgrounds of the students, universities and community.
- Strong communication skills using appropriate and effective communication tools and techniques.
- Experience using CRM and CMS for sales, marketing and customer retention e.g. Salesforce, SugarCRM, Hubspot, WordPress, etc.

Languages

- Fluent in English with excellent verbal and written communication skills
- Knowledge of any of these languages is a merit: Dutch, Finnish, French, Italian, German, Swedish, Spanish, Hungarian is desirable but not necessary to apply for the role.

Place of employment EIT Digital Headquarters in Brussels (BE).

Reporting to EIT Digital Academy Recruitment Lead

To apply

Please mail a resume and motivation letter to recruiter_student@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 Tuesday 28 May 2019

