

EIT Digital Professional School Marketing and Portfolio Lead

EIT Digital Academy and Professional School

The EIT Digital Academy delivers the EIT Digital entrepreneurial education programs and operates through four schools: Master School, Doctoral School, Professional School (PSL) and Summer School. The EIT Digital Academy equips its students with both deep tech digital skills as well as entrepreneurial skills and insights.

The EIT Digital Professional School is developing and delivering courses for professionals to allow them to keep up to date with the most recent development in digital technology and the impact this will have on their work and business environment. The professional school delivers its programs through applying novel education techniques such as online MOOC, blended education, and engagement of industry.

The Role

The Marketing and Portfolio Lead will work with the Head of Professional School to create a marketing strategy and to map out the tasks needed to implement that strategy. He/she will team with pertinent internal and external stakeholders to roll out seamless, effective campaigns and other marketing activities. The Marketing and Portfolio Lead will work toward increasing and improving the presence of EIT Digital Professional School and maximizing profits and market share of its executive education portfolio. The key priorities are to increase and improve content output, build audience, optimize the webpage and digital channels through SEO, Social, better segmentation, and setting up of automation workflows on Hubspot.

Main Responsibilities

- Develop a global marketing strategy (buyer personas, customer journeys, segmentation, customer life cycle,) to increase the conversion ratios.
- Set up, roll out and implement marketing campaigns to provide sales with qualitative leads.
- Lead digital campaigns across AdWords, Facebook, LinkedIn, Twitter, display, remarketing, and other online channels & tools to drive lead generation.
- Coordinate external agencies to ensure the scaling of our paid campaigns.
- Manage Hubspot Marketing Hub, building marketing automation and leads nurturing flows for scaling operations and growing conversions.
- Perform day-to-day channel management including but not limited to: keyword research, ad copy testing, optimizations, marketing budget management, and reporting.
- Produce metric-driven reporting with Hubspot CRM.
- Create, plan and manage creative posts for the social media channels (organic Facebook, LinkedIn, Instagram).
- Provide insights, brief and coordinate content management and design on the ads copy and visuals.
- SEO review of the existing content. Consolidate and harmonize of existing content under the same templates. Write new content to meet our audience.
- Support sales and lead generation efforts. Work closely with Sales Lead to provide and receive feedback on inbound leads processing.
- Validate segments and dynamic lists in Hubspot to prepare for campaigns or other activities.
- In cooperation with sales, define the customer journeys of our target groups and set-up inbound marketing initiatives to validate experiments and have funnel visibility.

Qualifications and Experience

- Bachelor or master degree in Marketing/Communications or related.
- A minimum of 5 years of marketing experience (social media, digital) in a corporate, or agency environment.
- Experience with creating a marketing campaign, marketing strategy, and marketing plan.
- Demonstrable experience managing digital campaigns, developing social media strategies and producing content. Ability to measure the success of campaigns.
- Competency in Hubspot is required.
- Content and creative writing skills in English. Ability to simplify complex information into a user-friendly format.
- Proficient in Microsoft Office Suite, Adobe Creative Suite, and CRM and CMS software. Working knowledge of HTML and CSS. Experience using analytics software.
- Highly organized and detail-oriented. Able to prioritize and timebox tasks to meet deadlines.
- Strong communication, teamwork, and presentation skills.
- Ability to follow instructions and work independently on projects.

Languages: Fluent in English with excellent verbal, written and presentation skills and in the language spoken at the chosen site of work. Knowledge of any EU language is a merit.

Place of employment Digital HQ in Brussels.

About EIT Digital

EIT Digital is a leading European digital innovation and entrepreneurial education organization supporting the creation of a strong digital Europe.

EIT Digital is focused on building and scaling ventures, and on breeding and up-skilling talents to equip them with both digital and entrepreneurial skills. It does this by mobilizing a pan-European ecosystem of over 300 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, 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, and other underrepresented groups.

To apply

Please mail a resume and motivation letter to marketlead_academy@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 before 5pm CET on Friday, 04 December 2020