

We're looking for:

Position Title	Senior Specialist Marketing
Department	Corporate Communications Office
Job Code	HR-26-2022

Job Description

To execute marketing plans and marketing operations in line with the university's marketing plans and strategy

Key Responsibilities:

- Executes marketing activities, plans and advertising campaigns for the university and its programs
- Follows the brand guidelines and adheres to brand manual in all communications
- Enhances Sorbonne brand images and positioning through marketing campaigns
- Liaises media bookings
- Adheres to marketing policies and procedures across Sorbonne
- Coordinates the implementation of online and offline marketing campaigns that meet set KPs and generate qualified leads and drive organic traffic to the university website
- Ensures the continuous editing and updating of the website (content, UI & UX wise)
- Coordinates with suppliers and internal parties on the production of collateral
- Coordinates photoshoots, video shoots and production of AV material production
- Negotiates rates with suppliers
- Manages relationships agencies, suppliers, and vendors
- Managing and coordinating events
- Coordinates with internal departments and colleagues on the production of marketing and branding material
- Keeps track of expenditure and department budget
- Provides guidance on best practices related to events
- Coordinates with relevant parties on marketing and communications activities regarding events
- Keeps track of events calendar and produces post event reports
- Conducts relevant market & marketing research and analysis
- Keeps track of competition and benchmarks activities with those of competitors
- Sets up reports on lead performance through CRM
- Coordinates with colleagues in the department on workflow, projects, events, and messages
- Measures and reports on the performance of marketing campaigns, gain insight and assess against goals
- Coordinates with suppliers on the production of giveaways, POS, and POP material
- Develops and produces periodic performance reports
- Tasks commensurate with the role

This is not a typical 9-5 role, flexibility in working outside business hours/working days is a must for this role.

Profile (Minimum Qualifications, Minimum Experience, Job Specific Skills)

Minimum Qualifications:

- Bachelor degree in marketing, business or relevant field

Minimum Experience:

- Minimum of 5 years in a marketing or event management role in a multinational organization is a must
- Digital marketing skills and experience is preferable
- Experience in the education is a plus but not a must
- Previous experience in a senior or supervisory marketing role is preferable

Job-Specific Skills:

- Customer centric with strong sense of addressing different audience profiles
- Event management skills
- Thorough knowledge of marketing tools and concepts
- High accuracy and attention to detail
- Strong time management and multitasking skills
- Proven track records of implementing successful marketing plans in a timely manner
- High analytic skills
- Through knowledge of digital marketing, tools and platforms
- Knowledge of market research and analysis tools
- Good team player with high coordination skills
- Languages: Fluency in English language is a must; knowledge of French and Arabic is a plus

Conditions

NA

Grade

5

Package Details

TBC

How to apply

<http://www.sorbonne.ae/vacancies/>

Application Closing Date

12 Oct 2022