

Junior Marketer Executive Education & Organizational Development

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Nyenrode Business Universiteit is the only private university in the Netherlands. The university's philosophy is built on the pillars leadership, entrepreneurship & stewardship. We offer graduate level programs in the fields of general management, accountancy & controlling and executive education & organizational development. Being highly selective, with a focus on candidates' motivation and social skills, Nyenrode Business Universiteit has created an environment in which students and faculty are all dedicated to bridging the gap between academic rigor and daily business practice. Nyenrode Business Universiteit offers a wide range of open and customized programs, national and international. The programs vary from one-day master classes to management development programs of up to 2 years. The university is located in Breukelen on a green 13th century castle estate spanning 140 acres.

Within our team we have a vacancy for an:

JUNIOR MARKETER
EXECUTIVE EDUCATION & ORGANIZATIONAL DEVELOPMENT
(m/v)
(0,8 – 1,0 fte)

As a marketer at Nyenrode Business Universiteit you are responsible for the development of marketing campaigns that support our positioning and meet our student recruitment targets. The leads you generate are processed by program management teams. Although every Marketer has a defined target market as a core focus, we work closely together as a team to ensure we all meet our objectives. In the campaigns you develop, you manage to creatively translate the Nyenrode philosophy and experience to the target market. Within your program portfolio you promote the executive programs You report directly to the Corporate Marketing & Communications Director.

Responsibilities

- You creatively develop and implement marketing campaigns aimed at the market.
- You develop both target audience and program related promotional materials such as brochures, online and offline advertisements and direct mailings. You are also responsible for the online information for your target audience and for the coordination of promotional events;
- In close collaboration with your colleagues you help establish and nurture partnerships with other organizations that help increase our visibility and reputation;
- You are responsible for managing the costs of the marketing campaigns and activities in relation to the marketing budget made available to your target audience;
- You work closely together with the program management teams to convert the interest in the university into registered students. To facilitate this you ensure everyone in this process has all the relevant information and uses the same terminology and style of communication;

As the right candidate you have

- A HBO education and/or work level;
- 2 years of relevant work experience in a premium product or service industry;
- Fluency in written and spoken Dutch and English;
- A flexible and social attitude. You are occasionally available on weekends and evenings for promotional events;
- Experience and affinity with using social and digital media for interaction with students;
- Experience or proven affinity with the Higher Education sector;
- Both creative and organizational combined with a service minded attitude.

Salary

Depending on age and work experience, up to € 3.070-gross per month for a full-time employment (scale 8).

Information/contact

For questions about the vacancy please contact Marcel Hoes, Corporate Marketing & Communications Director at +31(0)346 291581. Further information about Nyenrode Business Universiteit is available online at www.nyenrode.nl.

Please send your applications to Universiteit Nyenrode, t.a.v. HR, e-mail: jobs@nyenrode.nl
To apply: please send a letter of application jobs@nyenrode.nl no later than February 3 2012.