

## **Marketing & Student Recruitment Officer**

The post holder will be responsible for the development and implementation of the University's marketing and student recruitment strategy, under the direction of the Marketing & Student Recruitment Manager .

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### **Duties & Responsibilities**

- Writing copy for all marketing collateral, including brochures, letters, emails and websites.
  - Undertaking detailed ongoing analysis of marketing campaigns to ensure targets are met.
  - Assisting in the production of ongoing competitor analysis and reporting.
  - Creating and developing new innovative ways to communicate the University's message to their potential customers.
  - Evaluating the effectiveness of all marketing activity.
  - Supporting the marketing manager in day to day marketing activities.
  - Visiting schools, organisations for promoting the company
  - Participate in exhibitions, events in Cyprus and Abroad, when needed
  - Any other duties that may be assigned by the Marketing Manager.
  - Perform any other administrative duties assigned to him/her from time to time.
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### **Selection Criteria**

#### ***Essential Criteria***

- University degree or equivalent in a related field.
- Excellent knowledge of Greek and English.
- Computer literacy (email, internet usage and Microsoft office)
- Excellent administrative and organizational skills including the ability to time manage and work under pressure.
- Previous experience in an administrative position.
- Excellent copywriting skills with the ability to deliver top quality written communications to a wide variety of audiences and across multiple channels
- Ability to work independently with minimum supervision whilst at the same time work effectively as part of a collaborative team.
- Willingness to devote time necessary to accomplish tasks.

#### ***Desirable Criteria***

- A master's degree in a related field.
  - Previous experience in an educational institution will be highly considered.
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**How to apply**

If you consider that you meet the selection criteria, please send your application at [hrd@nup.ac.cy](mailto:hrd@nup.ac.cy). Applications must consist of the following:

- Application form ([download here](#))
- A curriculum Vitae
- A covering letter

All applications must be received by the closing date, 28/02/2015.