



**Neapolis University Pafos (NUP)** is one of the leading private universities in Cyprus, with students from all around the world. It is a vibrant academic institution focusing on high quality education and research that aims to provide top educational services to the Cypriot region and beyond.

**NUP** is seeking to recruit a **Marketing Manager**.

**Job Purpose:** To develop and implement an integrated marketing plan.

**Main Responsibilities Include**

- Promote NUP, locally and abroad, with the objective of increasing the number of students
- Improve the University's market position and brand name
- Prepare, recommend and manage the approved marketing budget and plan in order to meet the targets in the most cost-effective manner
- Manage, supervise and coordinate advertising and promotional activities of the University
- Handle all activity across Google Ads (including search and display campaigns), this will mainly be PPC but will also include some YouTube and Facebook campaigns
- Set up, run, monitor and optimise campaigns, as well as analyse ROAS benchmarks and implement improvements to existing campaigns to help drive lead generation and conversions
- Develop all promotional material (print and online)
- Monitor, review and report on marketing activities and results
- Develop a reliable and accurate marketing information system (statistics, target market info, competitor research etc) and contact market research to facilitate strategic decision making for market requirements, prospects and opportunities

**Education and Experience**

- Business or Marketing related University Degree and preferably post graduate studies in Digital Marketing and/or professional qualification in digital marketing
- At least 7 years successful management experience in a similar position
- Experience in all aspects of developing, managing and implementing marketing strategies
- At least 3 years proven hands-on experience managing Google Ads campaigns
- Technical marketing skills and understanding in tracking processes across all relevant platforms
- Performance analysis to deliver campaign optimisations

**Key Competencies**

- Excellent written and verbal communication skills in Greek and English
- Excellent communication, interpersonal and presentation skills

- Organizational, planning, problem solving adaptability and skills
- Innovative & strong initiative
- Team leadership

**Salary and benefits**

- A highly attractive package is offered according to qualifications and experience
- Excellent prospects for advancement

The selected candidate will get a job offer for employment. Please submit your application, stating “**Marketing Manager**” in the subject line with a copy of your CV to [hrd@nup.ac.cy](mailto:hrd@nup.ac.cy)

Please note that all applications will be treated in strictest confidentiality.

**CLOSING DATE: 28/02/2023**