



**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** on campus.

**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 the marketing budget and plan in order to meet the targets in the most cost-effective manner.
- Supervise advertising and promotional activities of the University.
- 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 promotional material (print and online).
- Manage CMS (WordPress)
- Create and send out monthly newsletters and offers through MailChimp.
- Liaise with cross functional internal and external stakeholders to deliver activities according to plans and goals.
- Establish systematic workflows to ensure timely delivery of marketing services.
- Develop a reliable and accurate marketing information system to facilitate strategic decision making for market requirements, prospects and opportunities.
- Monitor, review and report on marketing activities and results.
- Undertake other duties as required.

#### **Education and Experience**

- Marketing or Business-related university degree
- At least 5 years successful management experience in a similar position
- Experience in all aspects of developing, managing and implementing marketing plans

#### **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.