



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 **Digital Marketing Officer**.

Job Purpose: To manage and optimize the university website, webinars, and email campaigns, enhancing online presence and driving engagement in both local and international markets.

Main Responsibilities Include

- Promote the university and programmes with the objective of increasing the number of students and improve the brand name.
- Contribute in the implementation of marketing plans.
- 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.
- Maintain consistency and alignment of marketing activities across all channels.
- Undertake marketing activities and communication of academic departments.
- Prepare content for the publication of marketing material.
- Develop marketing material (print and online) and organize the production and distribution.
- Manage CMS (WordPress).
- Create and send out newsletters and offers through MailChimp.
- Study market trends and competition to identify opportunities for promotion and growth.
- Carry out other duties as needed.

Education and Experience

- University Degree in Marketing or other Business fields.
- At least 2 years of experience in a similar position.
- Related marketing experience in a university or higher education institution is considered as an advantage.

Key Competencies

- Excellent written and verbal communication skills in Greek and English.
- Excellent communication, interpersonal and presentation skills.
- Strategic approach to problem-solving, proactive troubleshooting abilities and resourcefulness in getting things done.
- Well organized and attention to detail.

Salary and benefits

A 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 “**Digital Marketing Officer**” in the subject line with a copy of your CV to hrd@nup.ac.cy

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