

**Position Title:** Marketing Manager

**Job Ref:** NUP004/25

**Company Name:** Neapolis University Pafos

2 Danais Avenue,  
Paphos 8042

Neapolis University Pafos (NUP) is a fully accredited university in Cyprus, committed to academic excellence. With 3,500 students, it offers accredited Bachelor, Master, and PhD programs across five schools, including Economics, Law, Health Sciences, and Engineering. NUP is a member of key academic organizations such as EUA, EURASHE, and EFMD and actively participates in global initiatives like the UN SDSN and UNAIC. It is also part of the **EMERGE European University Alliance**, which fosters collaboration in education, research, and innovation across Europe. The university maintains strong partnerships for joint and dual degrees with institutions in Cyprus, Greece, the UK, and China. Additionally, NUP excels in distance learning as a member of EDEN and engages in major research projects like Erasmus+ and Horizon 2020.

**Job Description:**

**Location:** On Campus

**Type of Employment:** Full-Time

**NUP** is seeking to recruit a **Marketing Manager** based on campus.

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

**Job Responsibilities:**

- 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).
- Managing marketing department employees.
- 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.

**Key competencies:**

- Excellent written and strong 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 Ability to work under pressure and meet strict deadlines.

**Qualifications and Experience:**

Marketing or Business-related university degree

At least 5 years successful management experience in a similar position

Hands on Experience in all aspects of developing, managing and implementing marketing plans

**Language:**

- Excellent knowledge of Greek
- Excellent knowledge of English (both verbal & written)
- Knowledge of a third language will be considered an advantage.

**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 of employment.

**How to Apply:**

To apply, please submit your application, including your CV, to **[vacancies@nup.ac.cy](mailto:vacancies@nup.ac.cy)** with the subject line **Job Title: Marketing Manager, Job Ref: NUP004/25** by **12/09/2025**.

As an equal opportunities employer, Neapolis University Pafos welcomes applications from all suitably qualified candidates. All appointments will be based on merit.

Please note that applications that do not meet the above requirements will not be considered.

All applications will be treated with confidentiality.

**CLOSING DATE: 12-Sep-25**