

Director of Marketing

Franklin University Switzerland seeks a Director of Marketing to work closely with the Admissions team, the Director of Web Services and the Director of Communications.

The primary responsibility of this position is to develop and manage marketing and promotional activities in support of the University's strategic goals, and in particular student enrollment. Other key responsibilities include coordinating student helpers, and supporting the VP of Enrollment Management & Marketing in his/her work, in particular in relation to strategic planning.

The position requires excellent command of written and spoken English.

Responsibilities:

- Managing marketing campaigns/plans and the production of associated marketing collateral in line with institutional strategies – including print production, digital initiatives, external advertising, social media campaigns;
 - Providing web analytics and analysis of prospect acquisition;
 - Developing or sourcing compelling marketing copy for use in online and offline media and publications, including text, visuals, videos and other multimedia pieces;
 - Developing and executing an institutional social media strategy and manage the University's social media presence and channels;
 - Developing and executing enrollment-oriented CRM communications messaging;
 - Managing the Franklin website in consultation with other departments, and directing the work of the Director of Web Services accordingly. This includes coordinating web editing projects and activities in collaboration with the Director of Web Services, and arranging training for FUS staff in using the University's CMS;
 - Oversee listings of the University in enrollment-oriented external print and online publications;
 - Plan and coordinate the work of assigned Life Long Learning Scholars (LLLS) as required;
 - Coordinate activities and outreach with the Director of Communication, as needed;
 - Assist the VP of Enrollment Management and Marketing with managing marketing-related budgets to the required standards;
 - Perform other duties as assigned, consistent with this position, the department's goals and the University's mission.
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Qualifications:

- Bachelor's degree required in communication, marketing or equivalent; liberal arts degree preferred;
- Five years' experience in marketing, preferably in Education;
- Multiple language skills and experience living or traveling outside native country desirable;
- Excellent cross-cultural communication and interpersonal skills, together with the ability to work collaboratively and courteously with colleagues throughout the University's internal and external communities;
- Experience in developing communications flow and marketing campaigns using CRM systems; Slate experience preferred;
- Strong writing, editing and project management skills;
- Ability to organize and complete multiple tasks simultaneously with close attention to detail and prioritization to meet deadlines;
- Flexibility and initiative, as well as the ability to work independently, combined with the skills for thriving in a team environment to achieve institutional goals;
- Ability to work evenings and weekends as needed;
- A strong belief in the value of a liberal arts education and ability to convey that belief to others with credibility and enthusiasm;
- Ability to work effectively across national and cultural boundaries;
- Ability to work collaboratively with other team members across physical distances and time zones;
- Ability to produce successful program outcomes by guiding the efforts of volunteers and others;
- Commitment to working ethically and with integrity, and upholding the highest standards of constituent confidentiality and trust at all times
- Swiss visa and work permit eligible and willingness to live in Lugano, Switzerland.

About Franklin : Franklin University Switzerland is a private, independent University recognized and accredited in Switzerland and the United States. It offers a unique and innovative approach to Liberal Arts education, characterized by an emphasis on international exposure and experiential learning in a diverse environment and a unique semi-annual program of credit-bearing, faculty-led international travel.

How to Apply

Applications should include a letter of interest, a CV, and the names and contact addresses for three referees. Please apply electronically to mktgsearch@fus.edu .

Anticipated start date: July 01st, 2017 or soon thereafter.
Applications will be reviewed upon submission.

Franklin University Switzerland is an Equal Opportunity Employer.