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UNIVERSITY of
ST. MARTIN

Vacancy

Marketing Officer

Job Purpose

The Marketing Officer is responsible for the planning and overseeing of all aspects of the institution's marketing, public relations, and communication strategies. Developing and implementing comprehensive marketing campaigns, managing media relations, enhancing the university's brand and image, fostering community engagement, and ensuring effective communication both internally and externally to promote the university's mission, programs, and initiatives are all part of the job. The Marketing Officer has a critical role in fostering positive relationships to the advancement of the university's reputation and the development of strong links with students, faculty, staff, alumni, and the broader community.

Description of Key Areas of Responsibilities and Performance:

- Marketing Strategy
- Content Creation
- Social Media Management
- Public Relations
- Internal Communication
- Event Promotion
- Alumni Promotion
- Brand Management

Core competences:

- Exceptional written and verbal communication skills.
- Proficiency in digital marketing tools, website management and all social media platforms.
- Strong project management and organizational abilities.
- Creative thinking and adaptability.
- Ability to work independently and collaboratively in a fast-paced environment.
- Result & Quality oriented.
- Customer Service

Job specific Competences:

- Knowledge of and experience in higher education marketing and communication practices.
- Data analysis and reporting skills for measuring the effectiveness of marketing efforts.
- Crisis communication and issues management expertise.

Required:

- At least a Masters Degree in Marketing, Communications, Public Relations, or a related field.
- Proven experience, at least 5 years, in marketing and communications, preferably in an educational or nonprofit context.
- Demonstrated success in managing marketing campaigns and social media platforms.
- Familiarity with budget management for marketing initiatives is an advantage.
- An understanding of the unique challenges and opportunities within higher education marketing and communication.

All interested persons can submit their letter of motivation and résumé to management@usm.sx or leave a copy with the Executive Secretary. The application deadline is April 2nd, 2024.