



SUMAS Job Vacancy

Digital Marketing & Communications Specialist

Work %: Full Time

Expected Start Date: As soon as possible

Location: Gland, Switzerland

Company Overview:

The aim of the Sustainability Management School (SUMAS) is to provide best-in-class sustainability management education. SUMAS is a business school based totally on sustainability and it is the first of its kind. SUMAS was the first business school in the world to launch the BBA and MBA in Sustainability Management.

Position Overview:

We are looking for a highly ambitious and committed Digital Marketing & Communications Specialist to take full responsibility of our Digital Marketing activities.

Enthusiasm and passion for higher education and sustainability are paramount to be successful in this position.

Duties and Responsibilities:

- Create and implement social media strategies
- Manage social media and keep updated daily with regular posts (Instagram, Facebook, Twitter, Youtube)
- Create marketing flyers upon request from other departments
- Update the SUMAS brand pack as required
- Update and renew all marketing material (brochures, flyers, flex screens, etc.) in line with SUMAS branding identity

- Manage mailing campaigns for recruitment, admissions, alumni, CP and other departments (knowledge of Mail Chimp, Zoho campaigns or other mailing programs)
- Search engine optimization (SEO) with regular reports for management
- Website management and update of content as required
- Assisting with management of online education portals. Keeping the portals updated with accurate content
- Manage alumni digital marketing strategy and implementation
- Manage university/agents partnership digital marketing strategy and implementation
- Produce press releases
- Creating & updating admissions templates & designing acceptance packages
- Creating & updating email templates and automated response templates for recruitment
- Assisting with planning and organization of events where necessary
- Assisting with additional tasks that may be required

Requirements:

- Have a valid Swiss work permit
- Communications and or marketing degree preferred
- Fluent in English and French
- 3+ years working within the field of digital marketing
- Solid computer skills, including MS Office, marketing software (Adobe Creative Suite & CRM) and applications (Web analytics, Google Adwords etc.)
- Experience managing email distribution and CRM software preferred
- Good understanding of all social media
- Commercial awareness partnered with a creative mind
- Well organized and detail oriented
- Demonstrable experience in marketing data analytics and tools
- Ideally will have some knowledge of WordPress and html coding
- Good telephone skills

Applicants are requested to send their CV to info@sumas.ch

