

Marketing and Communications Manager

Join the Anglo-American University as a **Marketing and Communications Manager (full-time job)**.

Anglo-American University (AAU) is a prestigious and internationally recognized institution located in the heart of Prague. With a commitment to providing quality education and a vibrant learning environment, AAU offers a wide range of degree programs to students from around the world. We are currently seeking a talented and passionate Marketing and Communications Manager to join our marketing and communications team.

As the Marketing and Communications Manager at AAU, you will be responsible for leading and managing AAU's marketing and communications efforts aimed to strengthen the institution's visibility locally, regionally and internationally.

Marketing and Communications Manager reports to Vice President for Enrollment and Communications.

Responsibilities:

- Monitor and report on key marketing performance indicators to ensure effectiveness and ROI of marketing initiatives
- Oversee the planning, development, and execution of digital campaigns
- Develop and manage the marketing budget, ensuring cost-effective allocation of resources
- Lead the marketing team ensuring collaborative environment
- Manage external contracts and vendors ensuring timely and within-budget delivery
- Serve as a the primary point of contact between marketing and other departments within the university, ensuring seamless communication and coordination
- Oversee the coordination and execution of marketing projects from conception through implementation
- Ensure brand consistency across all marketing and communication channels
- Manage crisis communications and provide strategic guidance on messaging

Profile:

- Bachelor's degree in marketing, communications, or a related discipline
- Minimum of 5 years of experience in marketing and communications with experience in managing teams
- Strong background in digital marketing, SEO, and social media strategies
- Ability to work in a fast-paced, deadline-driven environment
- Knowledge of the higher education sector is a plus
- Exceptional English verbal and written communication skills

We offer:

- Multicultural, international environment
- Possibility of personal development (taking university courses free of charge)
- 5 weeks of paid vacation per year
- 5 sick days per year

- 1-hour lunch break included in working hours (for the full-time job)
- Multisport card (party paid by the employer).

Interested candidates should send their CV and a cover letter to Lucie Kacovská at lucie.kacovska@aauni.edu. The **review of the applications will start after the 20th of November 2023 and will continue until the position is filled**. It is expected that the selected candidate will assume the position as soon as possible or upon agreement.

For more information about the University, visit the website of Anglo-American University www.aauni.edu