

## Brand and Communications Manager

Anglo-American University announces a search for a **part-time** position of **Brand and Communications Manager**.

Are you an influential and empathetic leader with a flair for branding and organic growth strategies? Do you thrive in managing content teams and enhancing brand visibility? Are you a storyteller at heart? Join our Brand and Communications team at Anglo-American University in Prague!

In this role, you will have the opportunity to direct our branding initiatives and collaborate with a dynamic team committed to refining the university's communication efforts and promoting our values. As a visionary with deep expertise in content strategy, communication psychology, brand management, and organic digital growth, you will be pivotal in shaping our brand identity and enhancing our global perception and reputation. If you're passionate about leading innovative branding projects and fostering a multicultural team, we encourage you to apply!

### General Description:

Anglo-American University is seeking a seasoned and innovative Brand and Communications Manager to lead our Brand and Communications Team within the Marketing and Communications department. The ideal candidate will excel in orchestrating the AAU brand strategy and identity, managing a diverse team, and overseeing all unpaid communication channels. You will ensure coherence in communication efforts across the university and support the communication needs of other departments, maintaining high standards of communication quality. With exceptional leadership skills, a data-driven approach, and a commitment to fostering an inclusive environment, this role is designed for someone passionate about building a strong brand presence and nurturing lasting stakeholder relationships.

Brand and Communications Manager reports to the Vice-President for Student Affairs.

### Responsibilities:

- Provide leadership and direction to the content creation team, promoting a collaborative, inclusive, and high-performance culture.
- Mentor and develop team members, promoting growth and skill enhancement, and ensuring the team remains abreast of the latest trends in content and communications.
- Develop and implement comprehensive strategies for content across various platforms to enhance brand visibility and engage both internal and external audiences organically.
- Develop and execute internal communication strategies that improve information flow and engagement within the university community, reinforcing the brand's values internally and fostering a unified campus culture.
- Manage and enhance the university's brand through organic channels, including social media, the university website, and other owned channels.
- Oversee the quality and consistency of all university communications, ensuring they align with strategic goals and maintain the highest standards.

- Act as a shared service center with the team for other departments, coordinating and supporting their communication efforts to ensure consistency and effectiveness.
- Conduct marketing research (including competitor analysis) and prepare marketing strategy for certain target market and persona.
- Coordinate student surveys, analyze the results and report on key findings.
- Coordinate the launch of new products.
- Monitor and evaluate the performance of branding efforts, providing actionable insights and recommendations for ongoing improvement.

**Requirements:**

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- 5+ years of experience in brand management, communications, or public relations, with a proven track record of managing content teams and developing successful branding strategies.
- Strong leadership, strategic planning, and team management skills, with the ability to inspire and motivate a diverse team.
- Commitment to fostering an inclusive and equitable work environment.
- Excellent understanding of content strategy, SEO, social media, communication psychology, and storytelling techniques.
- Analytical mindset with the ability to interpret data and make informed decisions.
- Experience with content management systems and digital analytics tools.
- Exceptional interpersonal and communication skills, with a talent for building relationships and managing stakeholders.
- Creative thinker with a proactive approach to problem-solving and innovation.
- Experience in a higher education setting is an advantage.

**We offer:**

- 25 days of vacation per a year
- 5 sick days per a year
- Multisport card partly paid by the employer
- 50% workload (20 hours a week)
- Option of home office, flexible working hours

Interested candidates should send their CV and a cover letter to Ivana Vrobel at [ivana.vrobel@aauni.edu](mailto:ivana.vrobel@aauni.edu). The **review of the applications will start after July 1, 2024** and will continue until the position is filled.