

Marketing and Enrollment Manager

Anglo-American University announces a search to fill a **full-time position of Marketing and Enrollment Manager**.

Are you a dynamic and compassionate leader with a knack for digital marketing and growth strategies? Do you excel at guiding teams, strategic planning, and driving business growth? Join our Marketing team at Anglo-American University in Prague! This role offers the opportunity to shape our acquisition initiatives and collaborate with a vibrant team dedicated to attracting top students and fostering key partnerships. As a strategic thinker with experience in digital marketing, PPC management, and relationship building, you will play a crucial role in enhancing our university's recruitment efforts and expanding our global reach. If you're excited about leading innovative campaigns and supporting a multicultural team, we encourage you to apply!

General Description:

Anglo-American University is seeking an experienced and innovative Marketing and Enrollment Manager to lead our team in the Marketing and Communications department. You will excel in leading strategic planning, decision-making, and ensuring goal alignment, while overseeing team performance and fostering a collaborative, inclusive, and high-performance culture. The candidate should possess exceptional leadership skills, be data-driven, have a profound understanding of digital marketing, and a passion for building enduring business relationships.

The Marketing and Enrollment Manager reports to the Vice-President for Student Affairs will integrate marketing efforts to drive enrollment and partnerships.

Responsibilities:

- Lead the development and oversee the execution of the comprehensive marketing strategy, including conducting market research, analyzing competitors, defining positioning, and key messaging.
- Develop and implement enrollment strategies for B2C audiences and partnership strategies for B2B partners.
- Oversee and optimize PPC campaigns to ensure cost-effective and impactful results.
- Utilize data-driven insights to refine acquisition strategies and maximize ROI.
- Track and report on the performance of acquisition and conversion efforts, providing actionable insights and recommendations for continuous improvement.
- Research and forecast future sales and performance trends.
- Provide dynamic leadership and direction to the enrollment team, fostering a collaborative, inclusive, and high-performance culture.
- Oversee team members focused on converting leads to full applicants, setting up and refining processes to enhance conversion rates.

- Mentor and develop team members, promoting growth and skill enhancement.
- Ensure all team activities align with the university's overall strategic objectives and branding.

Requirements:

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
- 5+ years of experience in marketing and acquisition, with a proven track record of successful campaigns and team leadership.
- Strong leadership, strategic planning, and team management skills, with the ability to inspire and motivate a diverse team.
- Excellent understanding of digital marketing tools and techniques, including PPC, SEO, email marketing, and social media.
- Exceptional interpersonal and communication skills, with a talent for building relationships and negotiating partnerships.
- Commitment to fostering an inclusive and equitable work environment.
- Analytical mindset with the ability to interpret data and make informed decisions.
- Experience with CRM systems and digital analytics tools, Pardot and Salesfoce is an advantage.
- 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 (after the probation period)
- An hour lunch break included in office hours for the full time positions.

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