

CONTENT MARKETING SPECIALIST

Anglo-American University (AAU), the oldest private university in the Czech Republic, is seeking a full-time **Content Marketing Specialist** to join its Marketing and Communications team. Reporting to the **Brand and Communications Manager**, this role is responsible for creating and managing high-quality digital content that reflects AAU's brand, supports student recruitment, and strengthens the university's online presence. The Content Marketing Specialist plays a central role in shaping AAU's digital voice by ensuring all content is clear, engaging, accurate, and optimized for search. Working closely with admissions, academic departments, and student-facing teams, the role supports the promotion of academic programs, student life, research, and key university initiatives.

RESPONSIBILITIES:

- Create, edit, and optimize high-quality digital content for the university website and landing pages
- Create and distribute the weekly student bulletin and monthly staff and faculty newsletter, in collaboration with a graphic designer and under the supervision of the Brand and Communications Manager
- Create, publish, and manage organic content for AAU's social media channels (Meta, TikTok, YouTube Shorts, LinkedIn), working with a graphic designer and video editor; includes post scheduling and basic engagement monitoring
- Ensure accuracy, consistency, and alignment with AAU's brand voice, messaging, and guidelines across all content formats and platforms
- Manage and publish content through the CMS, including regular audits and updates
- Plan and maintain the editorial content calendar aligned with campaigns, admissions cycles, academic milestones, and social media activity
- Translate strategic briefs into clear, effective content plans
- Coordinate content inputs from internal stakeholders
- Apply SEO best practices, including basic keyword research and on-page optimization
- Monitor content performance across web and social platforms, analyze results, and recommend improvements
- Review and edit content contributed by internal teams to maintain quality and consistency
- Act as a guardian of AAU's brand voice and content standards across all digital touchpoints

REQUIREMENTS:

- Bachelor's degree in Marketing, Communications, Journalism, or a related field
- 3 - 4+ years of experience in content marketing, digital marketing, or communications
- Exceptional written and verbal English skills. Knowledge of the Czech language is a plus.
- Strong experience working with CMS platforms
- Practical knowledge of SEO principles and content analytics
- Experience in campaign-based content planning
- Ability to work collaboratively within marketing and communications team

WE OFFER:

- A trusted, international workplace located in the exceptional Thurn-Taxis Palace under Prague Castle
- Supportive and friendly team environment
- 5 weeks of paid vacation per year
- 5 paid sick days per year
- Flexible working hours
- Possibility to work from home occasionally
- One-hour lunch break included in the eight-hour daily working time
- Contribution toward a MultiSport card
- Subsidized lunch program at the nearby Charles University canteen
- Opportunities for personal growth, including discounts on studies at AAU
- Psychological counselling
- An opportunity to participate in the staff exchange programs
- A monetary work anniversary bonus (3, 5, 10 years, and beyond)
- Discounts at nearby restaurants and with our partners

APPLICATION PROCESS:

Applications should consist of:

- Up-to-date CV
 - Cover letter outlining relevant experience and achievements for the position
- Interested candidates should send the **application** to the hiring team at **workwithus@aauni.edu**.
 - The review of applications and interviews will begin on January 12 and will continue until the position is filled.
 - **The selected candidate is expected to assume the role in early February 2026 (subject to mutual agreement).**

For more information about the University, visit the [website of Anglo-American University](#).