

Application deadline: 24 April 2023

Professional School Digital Marketing Manager

Who are we?

EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union and Europe's largest network for transport innovation in cities.

Our mission is to accelerate change towards a sustainable model of urban mobility and liveable urban spaces. We connect public and private actors and provide them with access to markets, talent, finance, and knowledge in four ways:



Using cities as living labs, our industry, research and university partners will demonstrate how new technologies can work to solve real problems in real cities by transporting people, goods and waste in smarter ways.

Join our team and be part of the change!

About the EIT Urban Mobility Academy

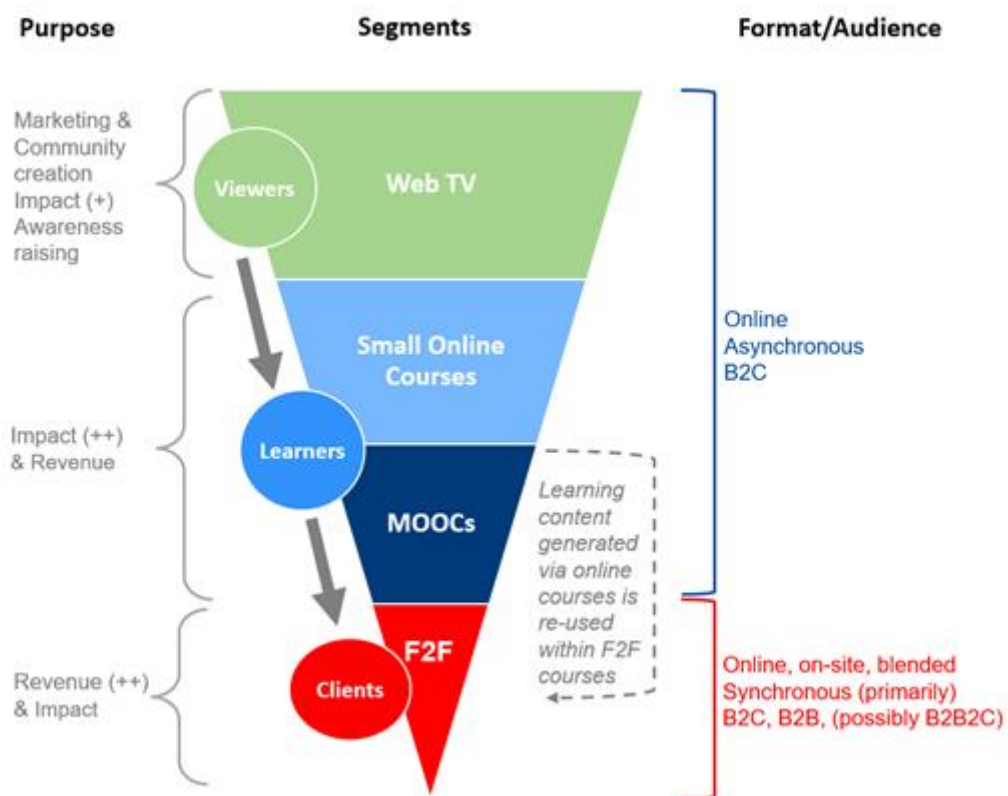
Our Academy is a collaborative arena for lifelong learning, helping to build critical capabilities for innovation and transformation. We are training the next generation of urban mobility practitioners, needed by the urban mobility ecosystem of the future. The EIT Urban Mobility Academy has three main areas: the Master School, the Doctoral Training Network and the Competence Hub, as well as a Cross-KIC/RIS team which supports Academy collaboration with the rest of the EIT Community and Academy development within RIS (Regional Innovation Scheme) countries <https://www.eiturbanmobility.eu/ris/>.

Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial.

About the academy Competence Hub (professional school)

The Competence Hub offers intensive programmes on hot topics in urban mobility and transport to work with professionals from different sectors, such as project managers, engineers, entrepreneurs, or urban planners, co-created by our partners and subcontractors in various locations in Europe.

It operates through the funnel model presented below:



More information on each of these segments is available on our website: <https://www.eiturbanmobility.eu/competence-hub/>

Be part of a team where:

As the **Professional School Digital Marketing Manager**, you will support and report to the Head of the Competence Hub. You will be in charge of the overall design and execution the Competence Hub's Digital Marketing strategy, focusing mainly on the creation and development of our B2C lead generation and marketing capabilities, as well as the creation and curation of a pan-European community of urban mobility professionals, eager to reskill and upskill. You will therefore define and execute all of actions covering the "B2C commercial life-cycle" of our courses: leveraging existing free learning content and channels (such as the WebTV, our e-courses, social media, etc.) to develop in-bound marketing actions, creating a B2C lead funnel and database, implementing market automation when relevant, developing and coordinating lead generation activities and events (webinars, newsletters, etc.), as well as supporting the commercialisation of our online asynchronous courses and our F2F courses (open/B2C).

Tasks and responsibilities include:

- Assisting the Head of the Competence Hub in the development of a strategic framework relative to the B2C lead generation and community creation life-cycle and go to market of our online training content portfolio, and in the definition of intermediary goals/quotas/KPIs needed to reach the Competence Hub's overall Impact and Financial Sustainability goal: 500 000 people positively impacted and 2 Million Euros revenue generated annually, by 2027.
- Creating and implementing a roadmap/action-plan regrouping all the different tasks and actions necessary to reach the objectives of the strategic framework: from back-office (CRM, tracking/analytics, tools/software/platforms, etc.), to lead generation (market research, in-bound marketing, webinars, newsletters, events, social media, etc.), lead curation (market automation, community creation/management, etc.) and cross-fertilisation (with other EIT Urban Mobility and Partner digital channels).
- Identifying, involving and managing the relationship with the different providers and agencies, to deliver these B2C marketing/lead-generation actions and reach the goals/KPIs established in the strategic framework.
- Building and nurturing a B2C lead/prospect/client database, utilising EIT Urban Mobility's CRM platform (Netsuite).
- Defining and meeting B2C lead generation goals, leveraging on internal outreach capabilities (WebTV, e-courses, EIT Virtual Campus, initiatives and channels handled by EIT Urban Mobility's Communication team, etc.) and supporting the Professional School Business Development Manager to achieve his B2B lead-generation and sales goals/KPIs.
- Leveraging major Urban Mobility conferences and events (such as Tomorrow Mobility) and conducting visits, online/on-site/off-site information sessions, or participating in networking events to identify new leads, both at a B2B and B2C level.
- Ensuring optimal synergies with other initiatives from the Academy Master School and Doctoral Training Network, the rest of EIT Urban Mobility, and the EIT Community (XKIC/RIS projects).

What you will bring along the way:

An ideal candidate would strive to generate positive environmental and social impact in line with EIT Urban Mobility's mission. We are looking for individuals with a "can do" attitude, who are passionate about disseminating knowledge, know-how, good practices and lessons learnt.

Must-Haves:

- Master's degree in business administration, marketing or equivalent training or working experience.
- Fluent in English (C1).
- At least 5 years of proven work experience in digital marketing and digital community creation/curation. Experience in the effective use of digital marketing tools and techniques like marketing database, PPC, SEO, SEM, email, social media, display advertising, etc.
- Experience working at strategic and operational levels, on the entire lead-generation lifecycle of professional training programmes or services.
- Experience working within B2C markets.
- Lead generation over several different European countries or cities.
- Experience working in an international/multicultural environment.
- A doer as well as a thinker. The position will consist of around 70-80% of operational tasks and around 20-30% of strategic/conceptual tasks.
- A strong entrepreneurial mindset/drive. The Competence Hub's B2C digital marketing strategy will need to be built from the ground up (thinking) and then implemented (doing). Results/revenue will justify further growth.
- Ability to plan and direct marketing campaigns: identifying trends and insights, identifying providers and allocating budgets, optimising online content and social media presence, tracking traffic flows, implementing performance metrics and reporting based on data analytics, measuring and assessing results versus KPI/ROI, executing collaborations with external partners and channels (webinars, newsletters, etc.).
- Ability/interest in working in all the different components of B2C lead generation and curation: back-office (CRM, website tracking/analytics, tools/software/platforms, etc.), lead generation (in-bound marketing, webinars, newsletters, events, social media, etc.), and lead curation (market automation, community creation/management, etc.).
- Strong digital skills and data-driven mindset.
- Capability to work in building and nurturing strong business relationships/networks.
- Well-developed presentation, communication, project-management, and negotiation skills.

Nice to have:

- Any additional European language other than English C1.

What's in it for you:

- Work in an international environment with a company culture focused on empowerment, thriving and continuous growth.
- Strike the right Work-life balance: On top of the flexible hours and remote working options and facilities, you will be granted 27 days of paid time-off to rest and re-energize.
- A yearly training catalogue to support your career development.
- A tax benefit powered by Cobee, allowing you to save up to 47% of your personal income tax.
- A Private health insurance.
- Work in a modern, flexible and collaborative workspace with 360 views of Barcelona, located in the iconic Torre Glòries.

Kindly note that this position is based in **Barcelona**.

Availability to **travel when required by the service** is expected.

This is a **permanent and full-time position**, with possibility to **homework up to 2 days** a week.

No relocation expenses are granted.

APPLICATION PROCESS

General Conditions:

By the closing date of this call candidates must:

- be a national of an EU Member State or have a working permit valid to work in Spain;
- enjoy their full rights as citizens;

To apply for this position, please download the **application template** from EIT Urban Mobility's website.

Complete the four elements of the application:

- 1) Personal **contact details**.
- 2) An **essential criteria** checklist.

- 3) A **Cover Letter** demonstrating how you match the skills defined in the job description – examples should be given.
- 4) A **curriculum vitae**.

Follow the naming process detailed below:

- Format:** Save your completed application form in **one single file** in either PDF or Word format.
- File name:** Name the file according to the model "*first name_last name - EITUM_FirstName_LastName*". For example, Joanna Smith would name the file, *EITUM_Joanna_Smith*".
- Email title:** The subject field should read "Professional School Digital Marketing Manager. HR156-2023".
- Send to:** Send your completed application to: recruitment@eiturbanmobility.eu.

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EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

AT EIT Urban Mobility, we value and celebrate diversity in every aspect of life and believe that everyone deserves an equal chance to succeed.

Here we value your talents, skills and experiences, and do not discriminate on any basis –whether it be disabilities or other special needs, gender reassignment, sexual orientation, ethnicity, religion or belief, age, language, political affiliation, property, marital status or any other irrelevant factor.

We are committed to creating an inclusive and supportive work environment where everyone can feel comfortable and thrive.

DATA PROTECTION DISCLAIMER

Your personal data will be processed with utmost care by the EIT KIC URBAN MOBILITY, S.L. or its subsidiaries.

The said processing will allow us to manage the recruitment of the offered positions, and more specifically:

- to enable you to submit your CV to apply for specific jobs;
- to match your details with the job vacancies and to eventually contact you;
- to retain your details and notify you about future job opportunities similar to the specific role for which you have contacted us;
- to answer your enquiries.

You can exercise your data protection rights, writing to recruitment@eiturbanmobility.eu.

You may find further information in the full GDPR Compliance privacy note for applicants available [here](#).