

Job Description: NEWTON University International Marketing Manager

Position Overview:

The International Marketing Manager is responsible for developing and executing a creative and effective marketing strategy for the university's international English-language programs. The position involves coordinating various marketing activities, such as digital campaigns, events and print materials, to promote the university to prospective international students and overall contribute to its international brand. The successful candidate should have a deep understanding of the world of higher education and the perspective of international students. They should be fluent in Czech and English, and able to collaborate with different departments to achieve common goals.

Responsibilities:

- Develop and execute the international marketing strategy for the university in coordination with the Vice-Chancellor for International Relations, the International Office and the Sales & Marketing Director.
- Develop and implement digital marketing strategies to increase the visibility of the university's international programs.
- Design, develop and execute social media and digital marketing campaigns targeted at international students.
- Develop marketing materials, including brochures, flyers, and digital content, to support the university's international marketing efforts.
- Plan and coordinate events, such as lectures, fairs, and other promotional activities, to attract international students and build the University's international reputation.
- Coordinate and work closely with Marketing to align international marketing strategies with the marketing strategies for Czech-language programs.
- Monitor and report on the effectiveness of international marketing efforts, including tracking metrics such as website traffic, social media engagement, and conversion rates.
- Stay up-to-date with industry trends, competitive landscape, and best practices to continuously improve the university's international marketing efforts.
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Requirements:

- Bachelor's degree in Marketing, Communications, Business Administration or related field.

- 2-3 years of experience in marketing or related fields, preferably in higher education.
- Experience studying or working abroad.
- Excellent communication, writing, and interpersonal skills.
- Strong project management and organizational skills.
- Ability to multitask and handle multiple projects simultaneously.
- Fluency in Czech and English.
- Proficiency in digital marketing tools and techniques, including social media management, email marketing, and analytics.

This is a full-time position located on the university's campus in Prague, although it is home office friendly. The university offers a competitive salary and benefits package. The successful candidate will be part of a dynamic and diverse team dedicated to promoting the university's international programs and enhancing its global reputation.

Why work with us?

- Up to 6 weeks of vacation per year.
- Interesting work in a pleasant and inspiring environment that fosters creativity and allows for self-realisation.
- Opportunity to use a modern video production studio (NEWTON TV).
- Collaboration with experienced colleagues and interesting and well-known personalities from management, marketing, psychology, and other fields.
- Workplace almost in the center of Prague (Prague Congress Centre).

To apply, please send your CV to athenais.surreau@newton.university. If you have any questions, please email Athénaïs Surreau at the International Office at the above email address.

About NEWTON University

NEWTON University is a private university in the Czech Republic, offering bachelor, masters, MBA and other postgraduate and professional programmes in management, economics, psychology, applied business, and marketing. With campuses in the two largest Czech cities, Prague and Brno, it caters to around 1500 students every academic year.

Since 2012, the University has been a six-times winner of the Faculty of the Year competition, a survey in which university and higher education colleges in the Czech Republic are rated by more than 20,000 students every year. NEWTON Alumni are regularly featured in the Czech Forbes 30 under 30.

NEWTON is accredited by the Ministry of Education, Youth and Sports of the Czech Republic.

<https://www.newton.university>