

**Neapolis University Pafos (NUP)** is one of the leading private universities in Cyprus, with students from all around the world. It is a vibrant academic institution focusing on high quality education and research that aims to provide top educational services to the Cypriot region and beyond.

**NUP** is seeking to recruit a **Digital Marketing Officer**.

**Job Purpose**: To manage and optimize the university website, webinars, and email campaigns, enhancing online presence and driving engagement in both local and international markets.

**Main Responsibilities Include**

* Promote the university and programmes with the objective of increasing the number of students and improve the brand name.
* Contribute in the implementation of marketing plans.
* Liaise with cross functional internal and external stakeholders to deliver activities according to plans and goals.
* Establish systematic workflows to ensure timely delivery of marketing services.
* Maintain consistency and alignment of marketing activities across all channels.
* Undertake marketing activities and communication of academic departments.
* Prepare content for the publication of marketing material.
* Develop marketing material (print and online) and organize the production and distribution.
* Manage CMS (WordPress).
* Create and send out newsletters and offers through MailChimp.
* Study market trends and competition to identify opportunities for promotion and growth.
* Carry out other duties as needed.

**Education and Experience**

* University Degree in Marketing or other Business fields.
* At least 2 years of experience in a similar position.
* Related marketing experience in a university or higher education institution is considered as an advantage.

**Key Competencies**

* Excellent written and verbal communication skills in Greek and English.
* Excellent communication, interpersonal and presentation skills.
* Strategic approach to problem-solving, proactive troubleshooting abilities and resourcefulness in getting things done.
* Well organized and attention to detail.

**Salary and benefits**

A package is offered according to qualifications and experience. Excellent prospects for advancement.

The selected candidate will get a job offer for employment. Please submit your application, stating “**Digital Marketing Officer**” in the subject line with a copy of your CV to [hrd@nup.ac.cy](mailto:hrd@nup.ac.cy)

Please note that all applications will be treated in strictest confidentiality.

**CLOSING DATE: 15/09/2024**