

Job Title - Marketing Specialist

Job Description

New York College Thessaloniki is interested in hiring a Specialist in Marketing, PR and Recruitment. The qualified professional will report to the Director of the Academic Affairs.

Responsibilities

- Designs, creates and delivers marketing plans to support expansion and growth of educational services;
- Provides educational advisement to prospective candidates for undergraduate, graduate and continuing education programs;
- Organizes road shows and Open Days to promote NYC educational programs;
- Liaises with industry to attract professionals in continuing education and post graduate programs;
- Builds strong rapport with NYC Alumni community

Required Transferrable Skills

- Competent in sales techniques
- Goal-oriented, confident, outgoing and highly communicative personality
- Multi-tasking ability and good time management skills
- Detail-oriented, reliable and able to work independently
- Enthusiasm and flexibility in adjusting easily to changing working environments

Required Qualifications

- A first degree in Business or Marketing. A graduate degree in a relevant field will be considered as an additional asset;
- Proficient with Microsoft Word, Microsoft Access, Excel and PowerPoint;
- 2 years of working experience in marketing preferably in an educational context;
- Good knowledge of Social Media for Marketing activities;
- Excellent command of the English Language.

NYC Educational Group offers

- ✓ Excellent working environment
- ✓ Competitive salary
- ✓ Opportunities for personal and professional development

Please submit your CV at nycth@nyc.gr