

## Group Marketing Manager, MBA

Within the Academic Department and under the responsibility of the Federal Marketing Director, you take charge of the strategic marketing of the MBA programme.

Drives promotion of the MBA programme to increase its awareness and attractiveness as well as increase the number of leads and candidates, while ensuring the diversity of profiles, in alignment with the global recruitment objectives and programme strategy. Provides content and templates to support local teams, create synergies and optimize investments.

Lead digital marketing activities and performance management across programmes.

Enhance school awareness and generate leads highlighting school USP via transversal digital content and marketing plan

### Objective of the role :

You develop and monitor the marketing global objectives of the program at a European level as well provide guidelines and resources to local marketing teams in line with programme strategic direction. You actively participate in the promotion of the program through the creation of marketing and sales support materials, federal digital marketing actions and medial plan as well as promotional events in France and abroad.

You are specifically responsible for key transversal activities including transversal digital content and editorial plan as well as digital activities (landing pages, performance management -analytics, campaigns performance,..).

### Main activities

#### Market intelligence

- Maintain a global competitor analysis and market research
- Expert on digital marketing innovation

#### Strategy and Planning

- Define marketing strategy in alignment with programme strategy.
- Provide guidelines to local marketers to build their local plan and create a global marketing and communication plan and associated budget.
- Create and implement a transversal communication/editorial plan

#### Marketing materials

- Formulate programme key marketing and recruitment messages.
- Create marketing content for MBA social media, blog, website updates.
- Manages landing pages across programmes.
- Works closely with team to create relevant written content (brochure, flyers, articles, white paper...) and programme videos for campuses campaigns
- Create marketing email plan and templates with CRM manager and recruiters for use by the campuses.

- Create transversal digital content working with faculty, staff, students and alumni to promote the school positioning & USP

#### **Media Plan**

- Create and execute media plan for federal campaigns and monitor performance.

#### **Digital Performance Management**

- Manage digital performance (analytics, campaigns, SEO ...) across programmes
- Review performance of actions via CRM to identify best performing activities and channel.

#### **Website**

- Updates the content of the MBA programme page of the website
- Provides transversal content to be posted on the website
- Regularly analyses the performance to increase traffic, conversion and usability as well as SEO (Google Analytics).

#### **Organic Social Media**

- Create and manage content and calendar for the MBA social media in line with programme objectives, driving campuses to provide content leveraging on student and faculty.
- Create and provides content to increase visibility and engagement

#### **Fairs and online events**

- Centrally organize the MBA fair schedule with input from local marketers and Programme Director
- Delivers MBA programme online webinars

#### **Ambassadors:**

- Recruit and manage student ambassadors

#### **Programme referencing**

- Contribute to ensures programme visibility on key platforms .

#### **Budget**

- Manage the Federal MBA Marketing Budget to ensure highest ROI.
- Work with Campus Marketing Managers and Programme Director to ensure local budgets are aligned with marketing plan, recruitment targets and country allocations.
- Manages transversal budget for specific actions

#### **Cross campus management and team piloting**

- Work closely with all campuses to provide them the resources needed to reach their objectives
- Ensure key actions are being performed in alignment with action plan.
- Lead European meeting twice a year in coordination with Marketing Director and peers

## Secondary activities

### Transversal projects/activities and administrative support

- Lead transversal projects depending on needs (agency, purchasing, ...)
- Contribute to ad hoc transversal activities
- Provides ad hoc administrative support

### Profile:

- Master in Marketing/communication
- 5 to 6 years' experience in marketing-communication.
- Very strong expertise in digital marketing.
- Editorial and content creation skills in English (written, audio, video..)
- English native, fluent in french.
- Strong verbal and written communication skills
- Organized, flexible, responsible, project management skills
- Team spirit

**Nature du contrat** CDI

**Date de début du contrat** : 1<sup>er</sup> juillet

### **Localisation**

ESCP Business School Campus Paris / République  
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### **A propos de ESCP Business School :**

Fondée en 1819, ESCP Business School a fait le choix d'enseigner un leadership responsable, ouvert sur le monde et basé sur le multiculturalisme européen. Nos campus de Berlin, Londres, Madrid, Paris, Turin et Varsovie sont des tremplins qui permettent aux étudiants d'appréhender cette approche européenne du management.

Plusieurs générations d'entrepreneurs et de dirigeants ont ainsi été formées selon la conviction que le monde des affaires peut nourrir la société de manière positive.

Cette conviction et nos valeurs : excellence, singularité, créativité et pluralité, guident au quotidien notre mission et s'expriment au travers d'une vision pédagogique qui les rassemble. ESCP accueille chaque année 6000 étudiants et 5000 cadres-dirigeants de 120 nationalités différentes. Sa force réside dans ses nombreux programmes de formations en management général et spécialisé : Bachelor, Master, MBA, Executive MBA, Doctorat-PhD et formation continue qui tous intègrent une expérience multi-campus.

*It all starts here*

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