

The University of Applied Sciences Europe – Iserlohn, Berlin, Hamburg educates the designers and decisions-makers of tomorrow in the four faculties of Business, Psychology, Media, Sport and Design. It came into existence in 2017 after the merge of BTK University of Art & Design and BiTS University of Business Leadership. The University of Applied Sciences Europe is member of Global University Systems (GUS) and opens up unlimited career opportunities to its students by awarding a degree with an international reputation.

You are an experienced **Sales and Marketing Expert** (m/f/d) and have already managed an organisation as director. You feel responsible for the results of the company and see yourself as an active partner who plays a decisive role in shaping the strategic direction of the company. As the Sales & Marketing Director, at the University of Applied Sciences Europe, you will have a critical role in the development and execution of the University's student recruitment strategy, taking overall accountability for the growth of student numbers at the University's three campuses in Germany (in Berlin, Hamburg and Iserlohn). You will be responsible for developing and managing the overarching marketing and sales strategies both in Germany and abroad for all direct revenue generation initiatives and campaigns (via all online and offline marketing channels). You will analyse and optimise existing structures and develop business management (KPI-based) control instruments. You will regularly collaborate with academic and administrative leaders within the University and ensure accurate and standardised reporting is carried out regularly. It will be expected to grow the team size to accommodate for the University's growth and development ambitions. As such, you will work with the Senior Leadership Team in the UK and Germany and will regularly report on the performance of the Marketing & Sales Teams, against agreed upon targets and metrics.

Sales and Marketing Director (m/f/d)

Specific responsibilities:

- Leadership of the University's student advisory & consultation – from marketing & branding
- Development and implementation of integrated sales and marketing plans, ensuring delivery within agreed time and budget, contributing to the achievement of the University's goals and strategic objections
- Working closely with colleagues within the university to provide market insights and competitive analysis
- Working with the GUS and UE Senior Management Team to formulate objectives, set KPIs and performance goals for the sales and marketing departments
- Plan and oversee all marketing campaigns and events to support growth in revenue, relationships and reputation
- Meet with key strategic partners and industry influencers, establish and maintain relationships and a consistent corporate image
- Continually review and monitor work performance of sales and marketing teams, against agreed KPIs and performance measurements by compiling regular KPI reports
- Manage and lead the University's Marketing and Sales teams, acting as a role model and motivate them to reach their team and personal goals
- Training and performance evaluations to develop the teams
- Ensure teams are supported with adequate infrastructures and systems

Skills and Expertise:

- Appropriate leadership experience in sales and marketing for this position - appropriate professional experience as Sales & Marketing Director for this position is required.
- Extensive knowledge and understanding of the Germany higher education landscape is preferred
- Experience managing multi-million euro marketing budgets within a KPI-centric environment
- Experience with complex and long conversion cycles
- Experience of managing internal and external stakeholders at all levels
- Excellent oral and written communication skills in German and English
- Willingness to travel (Germany, Europe)
- Excellent communication and social skills, negotiation skills and influence
- Effective problem solving skills
- Proactive, self-motivating and performance-oriented with a can-do attitude
- Organized and self-disciplined

We offer you:

- An open-ended employment contract, (40h/week)
- A dynamic, competitive and rewarding work culture
- Opportunity to work and design in a dynamic and innovative company
- A diverse, interesting and international working environment

Feel free to contact:

Interested? Then we look forward to receiving your application documents stating your desired income and possible starting date. Please submit your documents in English, thank you. Your application will reach us by the fastest route via email Karriere@gusgermany.de.

Your contact for questions:

samira.funke@gusgermany.de - Human Resources Department - 02371 776-587