

Global University Systems is represented by over 50,000 students at 48 locations worldwide. In Germany, Global University Systems includes the University of Applied Sciences Europe and the Academy of Design (HTK). Our universities are characterized by their particular practical relevance, internationality, modern teaching content and personal interaction with students.

Every day, our employees contribute with innovative ideas to bring us closer to our set goals - quality, service, internationality and growth. Our degree programs are the result of direct contact between our professors and staff and our students as well as the demand of potential employers.

You are an experienced marketing and sales expert (m/f/d) from the education sector or have already assumed a senior leadership role in a comparable matrix organisation. 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 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 our University's three campuses in Germany (Berlin, Hamburg and Iserlohn). You will be responsible for developing and managing the overarching marketing and sales strategies in Germany and abroad as well as 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 and support the headquarters in the UK in opening further locations as well as supporting other institutions within the GUS Global Group. You will work regularly with the Marketing & Sales team in London and with academic and administrative managers within the universities, ensuring accurate and standardised reports on a regular basis. It will be expected to have experience in Lead generation size to support the universities 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.

For our location based in **Berlin** we are looking for a

Sales and Marketing Director (m/f/d)

KEY REQUIREMENTS

- Leadership of the University's student recruitment function – from marketing & branding to student advisory & consultation.
- 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 objectives.
 - Developing, implementing and managing the annual offline/online marketing budget with emphasis on ROI and growth
 - Developing strategies to maximise Digital footprint and high SEO
 - Creating, implementing and monitoring offline/online marketing campaigns
 - Reporting on KPIs and identifying growth opportunities in the offline/online market
 - Analysing post campaign reports (i.e PPC report, Keywords Performance Report, GA report, CRM report) and implementing recommendations
 - Evaluating target audiences and delivering to their needs
 - Ensuring integration with other marketing channels and improving the multichannel experience for all customers
- Working closely with colleagues within the university to provide market insights and competitive analysis
- Direct reporting to the management in Germany and the parent company in London, set KPIs and performance goals for the sales and marketing departments

- 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 Senior 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 budgets within a KPI-centric environment
- Experience with complex and long conversion cycles
- Experience in digital marketing
- 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

We offer you

- A permanent employment contract (full-time, 40 h/week)
- Flexible working hours in the trust-based flexitime model
- Play a major role in a dynamic, collaborative and international environment
- Varied tasks in a great team atmosphere
- Numerous site-related campus events from the worlds of art, culture, business and science

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