

Global University Systems (GUS) is an international network of higher-education institutions, brought together by a shared passion for accessible, industry-relevant qualifications. GUS delivers a wide variety of programmes, including bachelor's degree programmes, master's degree programmes, professional training, English Language training, and corporate & executive education. When someone chooses to study at one of our institutions— whether on campus in Europe, North America or even in their own home – they're joining a network of 75,000 students worldwide. We are based in some of the world's biggest cities, with campuses in London, Birmingham and Manchester, across the Atlantic in Toronto, Chicago and Vancouver; and across the globe in Singapore, Germany and Israel.

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 - 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). Opening further locations as well as supporting other institutions within the GUS Global Group is one of your main tasks. As we are constantly expanding our network, there is the possibility of being responsible for additional brands as we continue to grow.

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. 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**

- Managing the university's student recruitment function - from marketing & branding to student advisory & counseling.
- Developing and implementing integrated sales and marketing plans that ensure delivery within the agreed time and budget and help to achieve the University's objectives and strategic objections.
  - Development, implementation and management of the annual offline/online marketing budget with a focus on ROI and growth
  - Reporting on KPIs and identifying growth opportunities in the offline/online market
  - Creation, implementation and monitoring of offline/online marketing campaigns
  - Analysis of post-campaign reports (i.e. PPC report, keywords performance report, GA report, CRM report) and implementation of recommendations

- Meet with key strategic partners and industry influencers, build and maintain relationships and a consistent corporate image
- Continuously review and monitor the work performance of sales and marketing teams against agreed KPIs and performance measurements through regular KPI reports
- Manage, lead and train the university's marketing and sales teams, act as a role model and motivate them to achieve their team and personal goals

### **Skills and expertise**

- Appropriate sales and marketing leadership experience for this position - appropriate senior sales & marketing director experience for this position is required
- Experience in managing multi-million dollar budgets in a KPI-centric environment
- Experience with complex and long conversion cycles and digital marketing
- Comprehensive knowledge and understanding of the German university landscape is preferred
- 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, problem-solving, self-motivating and performance-oriented working methods with a can-do attitude complete her profile

### **We offer you**

- A permanent employment contract (full-time, 40 h/week)
- Flexible working hours in the trust-based flexitime model
- Family-friendly working environment and paid care time for sick children
- Varied tasks in a great team atmosphere
- Numerous site-related campus events from the fields of art, culture, business and science
- A varied and interesting working environment with international colleagues
- Scope for many own ideas and their implementation

### **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](mailto:Karriere@gusgermany.de)

### **Your contact for questions:**

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