

VACANCY NOTICE V/AD/SCOM_STG/2/2023

The **European University Institute (EUI)**, based in **Florence, Italy** is organising a selection procedure based on qualifications and tests to draw up a reserve list for the posts of

Digital Marketing Officer
and
Outreach and Recruitment Officer

in the following units:

- Communications Service (Digital Marketing Officer)
- Florence School of Transnational Governance (Outreach and Recruitment Officer)
(Contract agent posts, type 3a, FGIII¹)

The [European University Institute](#) (EUI) seeks a

Digital Marketing Officer and an **Outreach and Recruitment Officer** for its Communications Service (COMMS) and its Florence School of Transnational Governance (STG), respectively.

The **Digital Marketing Officer** in the COMMS will act as the main point of reference for the use, upkeep, and updating of the EUI's database of institutional contacts stored in the Customer Relationship Management tool (CRM). They will streamline the use of digital marketing tools across the Institute and develop and implement digital marketing campaigns for the EUI.

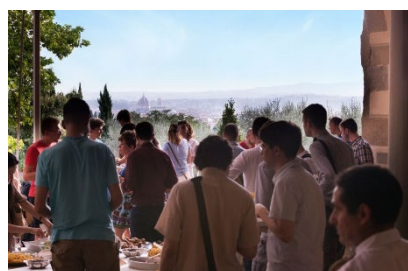
The **Outreach and Recruitment Officer** in the STG will be in charge of developing and implementing the marketing and recruitment campaigns for the **Global Executive Master (GEM) programme**, managing all GEM-related contacts in the CRM tool.

*Applicants are encouraged to apply for **either or both** positions based on their qualifications, experience and interest.*

Who We Are

The [European University Institute \(EUI\)](#) at a glance:

- **an international organisation** set up in 1972;
- a research university focusing exclusively on **post-graduate, doctoral and post-doctoral studies**, and **advanced research**;



¹ Cf. Annex II

- located in the hills overlooking the city of Florence, Italy.

The Institute also hosts the Historical Archives of the European Union.

More on our Institution: <https://www.eui.eu/About>



Our Units

The [Communications Service](#) steers and coordinates the EUI's internal and external communication strategies. The team handles the EUI's public and media relations efforts, produces the Institute's central publications and main web pages, and manages its social media presence. It plans or supports the organisation of major events promoting the research activities and other initiatives that reach out to the EUI community and beyond. It is also in charge of coordinating the relations of the Institute with its alumni community as well as supporting the recruitment campaigns for early-stage researchers.

The Communications Service produces and disseminates information about EUI academic programmes, research, news, and events. It reaches out to faculty, staff, researchers, alumni, the social sciences community, policymakers, the press, and other stakeholders. It is responsible for defining and promoting the EUI's corporate identity, and for monitoring its implementation across all the academic and administrative units of the Institute with a view to ensuring consistency in the use of the EUI's logo, imagery, and other audio-visual materials. The Service offers training, tools and support to its members in the areas of digital communications and web, academic communications, and editorial design and lay-out.



The [Florence School of Transnational Governance](#) at the EUI (STG) trains tomorrow's leaders on the concepts, methods and practices of governance beyond the state. It offers policy leader fellowships, executive training and high-level policy dialogues. The School launched a new Master's programme in transnational governance in 2020, which is a key pillar of the STG's educational offer.

The EUI has launched an Executive Master's degree managed by the STG, with a first cohort starting in October 2024. The Master's degree is a [Global Executive Master](#) (GEM) on public policy with a global outlook. The GEM is for public policy professionals working both in the public and the private sector, as well as in civil society. It is a unique endeavor at the EUI as it is the result of collaboration between the STG, EUI's departments and various projects and programmes such as the Florence School of Regulation (FSR) and the Florence School of Banking and Finance (FBF).

Your Key Responsibilities

Digital Marketing Officer (COMMS)

The EUI's Communications Service (COMMS), is seeking to recruit a **Digital Marketing Officer** who will act as the main point of reference for the use, upkeep, and updating of the EUI's database of institutional contacts stored in the Customer Relationship Management tool (CRM).

The successful candidate will contribute to the streamlining of digital marketing tools across the Institute and will train and support other CRM users from academic units and support services.

Within the framework of the EUI communication strategy the Officer will develop and implement digital marketing campaigns – e.g. for the EUI Doctoral Programme and different Master’s courses, contributing to the execution of mailing campaigns, to the purchase of advertising space on different platforms, and to performance measurement through data collection and analysis. They will be responsible for compliance with the EU and EUI data protection regulations, and for the development of an EUI-wide policy for the proper use of contacts.

The main duties may include the following:

Level of Expertise

- Acting as subject matter specialist in the area of digital marketing, with knowledge of related trends and best practices;
- Conducting background research for digital marketing, including primary research and analysis on best practices for marketing in higher education.

Role in administrative processes

- Contributing to the streamlining of digital marketing tools across the Institute;
- Providing support in the planning and execution of effective digital marketing campaigns. In particular, developing digital ad campaigns, including social media and email marketing, as well as marketing automation and remarketing/retargeting efforts, and adjusting those campaigns based on independent analysis of performance metrics;
- Identifying and deploying mechanisms for website, social media, or other digital channels to generate leads that other marketers can follow-up on; capturing leads generated from these channels and sharing them with the community of marketing officers across the EUI;
- Supporting EUI users of digital marketing tools (e.g. CRM);
- Maintaining and promoting brand integrity and reputation across all marketing platforms;
- Maintaining and developing the EUI database of institutional contacts stored in the CRM;
- Driving content and creative digital asset development in accordance with EUI brand guidelines.

Representation/Communication

- Representing the Communications Service both internally and externally for all matters related to their area of competence;
- Participating in the EUI Editorial Team meetings;
- Collaborating with EUI designers, communications and (digital) marketing professionals on large and small scale marketing projects, and constantly liaising with them;
- Collaborating with the EUI ICT Service to monitor the performance of digital marketing tools in use and explore possible new developments and/or solutions;
- Supporting negotiations with external stakeholders and acting as a contact point for external providers;
- Creating and monitoring all digital campaigns tailored for different platforms, including but not limited to Facebook, LinkedIn, X, Instagram, and Google;
- Providing training to staff on the use of digital marketing tools.

Policy/Strategy Making

- Contributing to the development and implementation of a single CRM for all EUI academic units and collaborating with the ICT Service on the related technical, legal, and operational aspects;
- Contributing to the definition and implementation of digital marketing strategies and tools, as part of the overall Communications Service strategy;
- Contributing to the development and implementation of strategic paid social media campaigns across different platforms, including tactical planning, execution, media buy, and performance measurement;
- Monitoring, analysing, and reporting on the performance of customer journeys and digital marketing campaigns;
- Contributing with ideas to help streamline data quality efforts and CRM practices, recommending and generating performance reporting;
- Providing regular insights and data for institutional reports.
- Proposing marketing tactics that will help meet the Institute's objectives and KPIs.

Level of autonomy and accountability

- Reporting directly to the Director of the Communications Service;
- Possessing a high level of autonomy in the implementation of assigned tasks.

Managing people/Role in HR processes

- Coordinating the work of trainees.

Finance and procurement responsibility

- Supporting financial and procurement processes: adapting templates, preparing invoices for verifications, requesting quotes and commitments;
- Supporting the preparation of calls for tenders.

Budget management

- Preparing budget estimates for marketing projects;
- Contributing to the Service's budget planning for the area of expertise.

Outreach and Recruitment Officer (STG)

The **Outreach and Recruitment Officer** will work jointly with the GEM Programme Coordinator and the Scientific Coordinator, under the guidance and supervision of the EUI's Dean for Executive Education. The successful candidate will be in charge of developing and implementing the marketing and recruitment campaigns for the new GEM programme in close collaboration with the STG Marketing & Communication team.

The main duties may include the following:

Level of Expertise

- Acting as subject matter specialist in the area of business development, with knowledge of related trends and best practices.

Role in administrative processes

- Developing and maintaining relationships with institutional contacts, in coordination with the STG communications team, and managing contacts through CRM or similar tools;
- Developing, executing and regularly reviewing campaigns, identifying and implementing changes as needed;
- Developing and delivering a flawless user experience with regard to website engagement.

Representation/Communication

- Representing the GEM programme both internally and externally for all matters related to recruitment and business development;
- Following-up bilaterally with prospective students, together with the GEM coordinators as needed;
- Maintaining an appropriate level of communication with potential students through targeted actions and contributing to the development a customer journey process;
- Liaising with the STG and EUI Communications teams for the design and production of promotional material (e.g. videos, interview, flyers, brochures);
- Monitoring and contributing to the regular update of the GEM website;
- Liaising with the EUI Digital Marketing Officer to analyse the marketing needs of GEM.

Policy/Strategy Making

- Supporting the Dean of Executive Education, in coordination with the GEM Programme Coordinator and the EUI Partnership team, in the development of effective business development and recruitment strategies for the GEM programme;
- Assessing market's response to GEM and funnel through suggestions to the GEM programme coordinators;
- Providing regular insights and data for institutional reports.

Level of autonomy and accountability

- Reporting to the EUI Dean of Executive Education;
- Possessing a high level of autonomy in the implementation of assigned tasks.

Finance and procurement responsibility

- Supporting financial and procurement processes: adapting templates, preparing invoices for verifications, requesting quotes and commitments;
- Identifying fairs and events opportunities and assessing cost-benefit for the programme.

Budget management

- Preparing budget estimates for the marketing and recruitment campaigns;
- Monitoring the assigned budget and contributing to budget planning for the area of expertise.

Your Key Competencies

All staff at the EUI share the following competencies:

- Ethics and integrity
- Working in a multicultural environment
- Accountability
- Delivering quality and results



Competencies specific to the **roles** include the following:

- Technological Awareness
- Project and Task Management
- Sharing knowledge
- Creativity & Innovation
- Working with others
- Interpersonal skills
- Initiative/proactivity

The competencies mentioned above may be assessed at the written test and/or interview stage.

Read more on [EUI Competency Framework](#)

What We Offer

- A role in an inspiring community of young scholars with an exclusive focus on master, doctoral and post-doctoral studies;
- A truly multicultural community of 1100 academics at all career stages and administrative staff of approximately 85 different nationalities;
- The commitment to a genuine culture of equality, diversity and inclusion, and to attracting, encouraging and retaining a diverse and highly qualified workforce;
- A world-class research library, the Historical Archives of the European Union, and many other excellent research facilities;
- Language courses and soft skills training opportunities;
- Access to all EUI facilities: library, crèche, cafeteria, gym, participation in seminars and workshops;
- Competitive salary package including health and pension plan;
- A healthy work-life balance in a family-friendly environment.



Read more on [Work and Life of EUI Support Staff](#).

How To Apply

Applications must be submitted electronically using the **online application form** available at <https://www.eui.eu/About/JobOpportunities/Open-competitions-for-administrative-posts>

CLOSING DATE FOR APPLICATIONS: Monday 8 January 2024 at 23:59 CET

Before completing the online application form you are invited to read [ANNEXES I & II](#) that represent an integral part of this vacancy notice.

ELIGIBILITY CRITERIA

On the closing date for online applications, you must fulfil all the following general and specific conditions:

1. General conditions

- Being a national of a Member State of the European Union;
- Enjoying full rights as a citizen attested by a recent extract from judicial records and/or certificate of good conduct proving no previous conviction for a criminal or administrative offence that could call into question his/her suitability for performing the duties of the post;
- Having fulfilled any obligations imposed by the laws on military service;
- Being physically fit to perform the duties².

2. Specific conditions

2.1. Education (Qualifications)

- A level of post-secondary education attested by a diploma³, or
- a level of secondary education attested by a diploma giving access to higher education, and appropriate professional experience of at least three years. This professional experience will be considered part of the educational qualification and will not be taken into account in the required numbers of professional experience under 2.2.

2.2. Professional experience⁴

By the deadline for applications, and in addition to the qualifications required above, you must have at least **three years** of relevant professional experience gained after obtaining the diploma required under 2.1.

2.3. Knowledge of Languages⁵

- Main language: have a thorough knowledge of one official language of the European Union; and
- Second language: a satisfactory knowledge of another official language of the European Union to the extent necessary for the performance of the duties.

² As a condition for the engagement, the successful candidate shall be medically examined in order for the EUI to prove that they fulfil the requirement of Article 12(2)(d) of the Conditions of Employment of Other Servants.

³ Only diplomas and certificates that have been awarded in EU Member States, or that are the subject of equivalence certificates issued by authorities in the Member States by the deadline for applications, shall be taken into consideration. If your diploma was issued outside the EU, please indicate in your application that you hold an equivalence certificate; otherwise, your application will be deemed ineligible.

⁴ Professional experience will be counted from the date on which the applicant acquired the minimum qualification for access to this post. Only duly documented professional activity (i.e. remunerated employment or self-employment) is taken into account. Part-time work will be taken into account in proportion to the percentage of full-time hours worked. Periods of education or training and unremunerated traineeships are not taken into account. Completed PhDs can be counted as professional experience up to a maximum of 3 years. Any given time period can be counted only once.

⁵ Recruited candidates shall be required to demonstrate before their first promotion the ability to work in a third EU language.

SELECTION CRITERIA

Applications that fulfil the above eligibility criteria will be assessed against the following requirements:

Essential

- At least three years of proven professional experience in positions directly relevant to the job description, including student recruitment and business development through digital marketing strategies, international dissemination, advertising campaigns across multiple media and platforms and/or student recruitment marketing campaigns;
- Proven experience with marketing and CRM software (e.g., Dynamics 365, Salesforce);
- Proven knowledge of contemporary trends and practices in marketing channels relevant to degree programmes and/or higher education institutions, gained through professional experience;
- Excellent knowledge of English, both spoken and written (CEFR level: C1 or above).

Advantageous

- University degree or diploma in marketing or business administration with a specialisation in marketing, communications or related areas;
- Proven knowledge of Adobe Creative suite (InDesign, Photoshop and Illustrator) and/or social media platforms, gained through professional experience or training.

Candidates invited to the test and interview phase may also be assessed against the **competencies** listed under the "Your key competencies" section on page 6.