Job Description

Job title: Communications and Marketing Officer

About Vesalius College
Vesalius College, based in Brussels, the Capital of Europe, offers 3-year Bachelor programmes in Business, Communications and International Affairs as well as the Certificate Programme in European Peace & Security Studies and the Executive Course in Global Risk Analysis and Crisis Management, all taught in English. Founded in 1987 by the Vrije Universiteit Brussel and Boston University, Vesalius College offers American-style education that includes small classes, high teacher/student ratios and participatory classroom experiences. The College has a highly international student and faculty body and promotes both conceptual and policy-oriented learning with strong links to Brussels’ business, media and policymaking communities.

Job purpose
To develop and implement communication and marketing strategies for Vesalius College, in order to raise the national and international profile of the College amongst a wide range of stakeholders.
To lead the initiative of building Vesalius College’s identity, public image and brand, ensuring consistency in all aspects of the College’s external communications.
Provide support to student recruitment.

Main duties and responsibilities

• Coordinate and manage all aspects of (online) communication, including print, video, publications, website maintenance and social media activities, in order to support effectively the strategic objectives of the College and convey its key messages to different stakeholders;
• Devise and implement creative and impactful marketing strategies for raising the College’s national and international visibility, profile and brand.
• Create specific campaigns for long-term projects to meet agreed strategic priorities, income generation targets and audience development objectives.
• Develop wider networks to pursue joint communication initiatives and develop effective PR campaigns.
• Managing the production and effective dissemination of the VeCo news letter;
• Managing all other communications responsibilities such as maintaining distribution lists, developing and tracking email campaigns, web analytics, electronic templates and compliance with communications standards.
• Ensure that relevant audience is reached with our communication campaigns, as well as regular monitoring and evaluation of campaigns and activities to effectively measure the return.
• Liaising with colleagues, designers, printers and other relevant stakeholders on all areas relating to the VeCo brand.
• Support the organisation of on and off campus recruitment activities.
Required skills and qualifications:

- Bachelor or Master degree in Marketing, Communication Studies or a related field;
- Min. 4 years of marketing and communications experience;
- High proficiency in English – preferably mother tongue English with other languages considered an advantage;
- Excellent verbal and written communication skills. Highly skilled in writing clear and concise communications for various communication tools, including print and online;
- Proven track-record of successful marketing and branding campaigns; experience in marketing strategies for higher education institutions is considered an asset
- Knowledge of marketing and communication principles, guidelines and best practices, including social media;
- Excellent editing, proofreading, presentation and interpersonal skills with a strong attention to detail;
- Proficiency with software applications including MS Office, familiarity with html, web-editing, web design, WordPress;
- Graphic design skills (Photoshop, Publisher and/or InDesign) for in house graphic production are desirable
- A strong sense of cultural awareness and the ability to work with people from different nationalities;
- Strong social and presentation skills;
- Self-starter, energetic and pro-active;
- Applicants should have the legal right to live and work in Belgium.

Terms
The salary range for this position depends on the candidate’s level of experience. Benefits include holiday allowance, end-of year bonus, hospitalisation insurance, public transport coverage, and a green campus with sports and restaurant facilities.

For more information about Vesalius College, please visit www.vesalius.edu.

How to apply?
To apply, send your CV, a letter of motivation and a list of two referees by 4 August 2014 to Louise Bond, Dean’s Assistant; E-mail: lbond@vub.ac.be.