

Critères de l'offre

- Métiers :
 - **Responsable marketing (H/F)**
 - [+ 1 métier](#)
- Experience min :
 - **6 à 20 ans**
- Secteur :
 - **Enseignement, Formation**
- Diplômes :
 - **Bac+4**
 - [+ 9 diplômes](#)
- Compétences :
 - **Anglais**
 - **Online marketing**
 - **CRM**
 - **Stratégie marketing**
 - **Contenu de marque**
 - [+ 3 compétences](#)
- Lieux :
 - **Thies**
- Conditions :
 - **CDI**
 - **Temps Plein**
 - **Déplacements réguliers exigés**

Description du poste

The Marketing Director designs and formalizes the School's marketing strategy and implements subsequent action plans in line with the School's strategy. The perimeter includes all programs and spans the global market. He will lead a team responsible for content development, on and offline marketing campaigns, CRM maintenance and events' organization.

Specific responsibilities include

Marketing strategy

- Design a comprehensive marketing strategy to achieve high-quality enrolments and revenues (BtoC & BtoB) and financial objectives
- Analyze market trends, identify top priority markets
- Define the School's positioning and brand identity

Marketing operations

- Provide a creative, relevant and reliable content production to use in all media and make an impact
- Design and implement omnicanal marketing action plans for each program
- Leverage CRM to ensure effective follow-up, dashboards and reporting
- Ensure that all marketing activities meet on budget in line with business objectives
- Monitor marketing activities' ROI

-

Team Management

- Lead a team of marketing professionals, managing their performance and career development
- Maintain strong relationships with internal stakeholders: Programme directors, Communication, Sales and Admissions teams
- Conduct regular, detailed analysis and forecasting

Description du profil

Required Skills and Qualifications

- Master's degree
- Managerial experience (10 years' minimum) in marketing (marketing agencies, client)
- Familiarity with the world of higher education is a distinctive advantage.
- Significant exposure to international business environments and cultures
- Creative mind
- Excellent interpersonal, communication, influencing, writing and public speaking skills
- Strong organizational skills with a focus on setting goals and delivering results
- Ability to manage over multiple sites at a distance
- Computer literate (Excel, PowerPoint, data analytics, databases and spreadsheets, CRM, Outlook...
- Fluency in written and spoken French and English