



Director of Marketing & Communication

Our firm is recruiting for a French Business School: **Director of Marketing & Communication**

The Director assumes the hierarchical responsibilities of the marketing and communication team (approximately ten employees) as well as budget optimization of these services. As an Executive Committee Member (CMO/CCO), this Director recommends the school's strategy concerning marketing and communication and deploys it within its services and with concerned service providers.

Principal missions:

- Implementation of the school's communication strategy in coordination with executive management: public relations, bi-monthly newsletter, web site, media plans, events along with other communication methods and tools.
- Definition of the school's brand strategy development through conciliation of several tactical or operational strategies.
- Definition and construction of a communication plan (both on-line and off) adapted to the school's distinct market position with associated products and services.
- Creation of all the school's presentation media (both print and electronic) as well as the different educational offers.
- Execution of the promotion of the schools different programs in coordination with the Marketing and Digital Manager, the Promotional Managers, and the Directors of the concerned programs, (trade shows, community college presentations, high school career days, vocational and degree program recruiting, open house days and welcoming prospective students during entrance exams).
- Supervision of all marketing and communication service activities and management of these teams.

Expected profile:

- A Marketing/Management Master's Degree
- At least five years of professional experience in an educational company or institution in a position of influence.
- French and English fluency require as well as mastery of computer desktop tools and applications.
- Strong knowledge and familiarity with French and International higher education.

Principal Qualities:

- Strategic vision
- Analytical abilities and deductive reasoning
- Inventive and creative talents
- Managerial expertise
- A strong sense of economy and finance to optimize marketing and communication costs

The position:

Based in the northern half of France, with international business travel, as a director, a permanent contract with a four-month trial period which can be extended once (for an additional three months), elements of compensation based on the candidate's specific profile.

The position is available immediately.

Recruiting procedures:

Please send relevant prospect documents to our consultant Sylvain Obarowski at the following e-mail address: recrutement@headway-people.com

After two interviews with HEADway consultants, short-list candidates will be introduced to the school's executives.

Ref	DIRMKG002
Date de dépôt	21-12-2016
Date de prise de poste	Dès que possible
Catégorie	Support fonctions

Statut

Close

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Permanent contract with a four-month trial period which can be extended once

Localisation

Based in the northern half of France



headway-people.com

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