



CSA-EUR is recruiting a *Marketing Manager of the board* and the *Head of the Marketing committee* for academic year 2018/2019.

The Marketing Manager is responsible for the brand perception of CSA-EUR and his/her main goal is to increase brand awareness through various promotion channels.

Responsibilities Marketing Manager and board member

The duties of a Marketing Manager can be quite diverse where promotion is just one element of the job. As the Marketing Manager you will be in charge of *developing and formulating a solid marketing plan/strategy* for CSA-EUR where you plan the *direction of all marketing activities*. Other key responsibilities include *identifying target markets* and how to best reach them, the *research on external opportunities* and the *measurement of success*, the process of collecting and analysing data (e.g. website analytics), which you can use to think of ways to make your strategy more effective. Next to participating in fortnightly board meetings, it is your duty as an active (board) member of CSA-EUR to participate in general (promotion) activities that go beyond the scope of your position as Marketing Manager. Further, you are in charge of the *Brandbook*. One of your responsibilities will also be the promotion during the annual Eureka week.

Responsibilities Head of Marketing committee

Besides participating in board activities, you will be in charge of a committee consisting of 5 to 6 active marketing members. As the Head of Marketing you will *communicate a lot with different committees* about the promotional activities. The marketing committee fulfils a supportive role to other committees ensuring the *visibility and awareness of CSA-EUR events*. The marketing committee is often associated with designing posters and flyers, but there are a number of other tasks we are responsible for as well. These include: *managing various social media channels*, the *CSA Blog*, *photo-/videography*, content for the *monthly newsletter*, *website management* and *data analysis*. You are also focussing on promotional activities for general and premium membership. The *digital infrastructure* of CSA-EUR is in hands of the Marketing committee.

As the head, you will be responsible for assigning the right tasks to the right people and it is important you are able to keep an overview and focus by taking a helicopter view. As Head of marketing you will work on continuously improving processes, content and data streams within CSA-EUR. Ensuring that work is delivered on time is important, but it is just as important to deliver *measure and improve performance*. Moreover, you will be responsible for *recruiting, managing and evaluating* your committee members. Give opportunities to steer their personal growth and ensure there is team spirit.

Who is CSA-EUR looking for?

CSA-EUR is looking for a *committed* person with a *creative, innovative* and *open mind set* with affinity for the Dutch and Chinese culture. Are you great at organizing, managing, and do you love communicating ideas and messages? Then, CSA-EUR would be the ideal student association for you to develop these professional competencies. Thus, CSA-EUR is looking for a person who fits the following profile:

- Leadership potential; ability to lead and motivate a team
- Being able to keep overview but also giving attention to details
- Creative approach
- Adobe skills are preferred (Photoshop, Illustrator and InDesign)
- Know the basics of WordPress or willing to learn
- Proactive and initiative-taking attitude
- Excellent communication, organizational and planning skills

- Team player, but not afraid of delegating tasks
- Fluency in the English language (Dutch and Mandarin are a plus)
- Available 16 hours per week besides general board duties

How to apply?

If you meet these requirements and believe that you can handle the job, send your **CV** and **motivation letter** (max 1 page) to recruitment@csa-eur.nl in which you explain why you want to become the Marketing Manager and Head of the Marketing committee of CSA-EUR and why you are the perfect person for the job. Subject of the mail should be: “Board Application: (position of first choice) + (position of second choice)”.