

Position: Head of Marketing

The Consulting Club of the University of St. Gallen is seeking a dynamic and creative individual to serve as our Head of Marketing. This pivotal role involves spearheading our marketing efforts to enhance the club's visibility and engagement within the university community and beyond.

Responsibilities:

Social Media Management: Develop and execute strategic plans for our Instagram and LinkedIn channels to amplify our reach and engagement. Create compelling content, including posts, stories, and updates, to showcase the club's activities, events, and achievements.

Content Creation: Generate captivating and informative content to keep our audience engaged and informed about the latest news, initiatives, and opportunities within the club. This includes writing engaging copy, designing visually appealing graphics, and producing multimedia content.

Community Engagement: Foster a vibrant and active community by interacting with members, alumni, and other stakeholders through social media platforms. Encourage participation, feedback, and dialogue to cultivate a sense of belonging and involvement within the club.

Marketing Analytics: Utilize analytics tools to track and analyze the performance of our marketing campaigns and initiatives. Identify key metrics, trends, and insights to optimize strategies, improve engagement, and measure the impact of our efforts.

Collaboration and Leadership: Collaborate closely with other board members to align marketing efforts with overall goals and objectives. Provide leadership and guidance to the marketing team, delegating tasks and fostering a collaborative and innovative environment.

Qualifications:

Strong passion for marketing, social media, and community engagement.

Excellent written and verbal communication skills.

Creative mindset with the ability to generate fresh ideas and concepts.

Proficiency in social media platforms and content creation tools.

Analytical skills to interpret data and derive actionable insights.

Leadership abilities to inspire and motivate team members.

Prior experience in marketing or related fields is preferred.

Join us in shaping the future of the Consulting Club of the University of St. Gallen and making a meaningful impact on our community. If you're enthusiastic, driven, and ready to take on this exciting challenge, we want to hear from you! Apply now to become our next Head of Marketing.