

Head of Marketing

As the Head of Marketing, you are leading the marketing team at NSC to achieve its objectives throughout the semester. Under your supervision, you and the Marketing Officers contribute to developing and implementing the club's marketing strategy.

Strategist of digital content and guarantor of on-campus visibility:

- Facilitating and overseeing the external communications across all digital channels as implemented by the Marketing team (Website, Instagram, LinkedIn, Facebook, and newsletter).
- Supervising the creation of quality content and designs for the club's communication channels.
- Managing the content plan in liaison with the other departments and their activities.
- Monitoring KPIs (Key Performance Indicators) to ensure the performance of the channels throughout the semester.

Coordinator of community experiences

- Coordinating and organizing the external communication of events in liaison with the PO department.

Planner of NSC merchandise

- Oversee the design, order, and delivery of NSC merchandise (hoodies) in liaison with the Marketing team, supplier, and NSC members.

The Head of Marketing is the intersection between the execution and organization of all marketing-related activities. Equipped with a creative mindset, effective communication and writing skills, and the ability and motivation to lead a small team, the Head of Marketing plays a key role in balancing execution and organization. The marketing team further enhances the club's visibility within NOVA SBE up to the Lisbon impact scene, and he/she needs to be able to oversee all activities and delegate respective tasks. As a leader, you must communicate with your team and everyone else in the Management Team and Board and give constructive feedback. You should be enthusiastic about promoting NSC's mission and vision and carry this over to your team members.

Do you want to leverage your marketing-related background and become a leader? Are you full of ideas on how to better promote the club? Then do not miss your chance. Apply to become NSC's new Head of Marketing!

To apply as **Head of Marketing**, please use [Application NSC – Fall 2024 – Head of Marketing] as the title of your email: nsc@novasbe.pt

For questions, please contact current Head of Marketing: **Lucie Franz (57619@novasbe.pt)**