

Marketing Officer

As a Marketing Officer, your role consists of supporting the marketing team to achieve its objectives throughout the semester. Under the supervision of the Head of Marketing, you are an active and essential contributor to the development and implementation of the marketing strategy of the club.

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

- Creating and designing external communications content across all digital channels (Website, Instagram, LinkedIn, Facebook, and newsletter).
- Updating the content plan in liaison with the other departments and their activities.
- Keeping track of KPIs (Key Performance Indicators) to ensure the performance of the channels throughout the semester.

Coordinator of community experiences

- Planning and executing the external communication of events in liaison with the PO department.

Planner of NSC merchandise

- Creating, designing, and planning NSC merchandise (hoodies) in liaison with the Marketing team, supplier, and NSC members.

Equipped with a creative mindset, good communication and writing skills, and the ability to work in a small team, the Marketing Officer is a key enabler to further enhance the club's visibility within NOVA SBE up to the Lisbon impact scene. They are not only the source of the executioner who likes to get things done. Your ability to give and receive feedback makes you a great addition and constructive member of the team. The Marketing Officer is an enthusiast who promotes NSC's mission and vision.

Are you full of ideas on how to better promote the club? Are you eager to develop your skills by working with new and concrete marketing tools? Then don't miss your chance, apply to become a Marketing Officer!

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

For questions, please contact current Marketing department: Head of Marketing – **Lucie Franz** (57619@novasbe.pt) Marketing Officer – **Hannah Benninger** (58906@novasbe.pt).