



## JOB OPENING

### MARKETING & COMMUNICATION COORDINATOR

#### The Basics:

- A fulltime position in a lively 12 people co-working space in the heart of Amsterdam.
- Grow with Europe's leading think tank on student accommodation and university-cities.
- Being part of an ambitious, international and fun team.
- Opportunity to travel Europe's most exciting university-cities.
- Competitive compensation package, including a stipend for your personal development.

The leading think tank on the future of living, working and learning in Europe is looking for an exceptional marketing and communications professional. Higher education has become a global industry and the way in which universities, cities and countries attract talent has changed. Our foundation connects the international communities of student housing, higher education and city development. We do so by developing and sharing knowledge.

The Class of 2020 is a non-profit partner-based foundation that addresses the importance of and leads discussions on global talent acquisition and retention in the university-cities across Europe. Each year we publish an annual trends report, organise the largest student living conference in continental Europe, and much more. For more information: [www.theclassof2020.org](http://www.theclassof2020.org)

#### What will you be doing?

As Marketing & Communication Coordinator, you are the one whom transforms our manifesto into a movement. You shape our international profile, enhance the awareness of our foundation among defined and growing communities, especially the real estate industry, student living companies, higher education institutions and city governments. You are the one who elevates our reputation to the next level by engaging people through strategic marketing and communication activities, including our well-established events.

#### Your 5 priorities

- Develop and execute a marketing and communication plan, addressing The Class's vision,
- Curate our communication messages through creative writing and editing,
- Translate and customise our research findings to inspire different target audiences, especially for media publicity,
- Execute and coordinate day to day communications on our website, social media, newsletters and sales campaigns
- Find and develop new channels and media partners that further expand the visibility of The Class of 2020.



As a successful candidate to this position, you are also willing to go beyond the functional boundaries with an aim to synergise with other team members and realise the shared goals of the of the foundation. You report to Managing Director.

**5 things we look for:**

- You have 3 years of proven experience in strategic marketing and communications, preferably with a strong affection for the scope of our think tank.
- You are a natural and passionate communicator with a full professional fluency in English. Fluency in other European languages is a plus,
- Experience with WordPress, Mailchimp, LinkedIn, Twitter and basic knowledge of Adobe Photoshop and Illustrator. Affinity with Salesforce CRM and Analytics tools is a plus.
- You exemplify a structured work approach and able to work with clear goals and deadlines with a feel for commercial opportunity,
- You identify yourself as a fun-loving person and see work as more than just a job, team as more than just colleagues and yourself as more than just an employee.

**Want to apply?**

If you meet the requirements and are keen to join the Class of 2020, please send your CV and covering letter before 21<sup>st</sup> May 2019 to Margarida Sorribas via [work@theclassof2020.org](mailto:work@theclassof2020.org). Starting as soon as possible.