

## **Marketing and Social Media Coordinator**

CERGE-EI (<http://www.cerge-ei.cz/>) is a joint workplace of Charles University and the Economics Institute of the Czech Academy of Sciences. We offer Western-style graduate economics education at MA and PhD levels and produce frontier research in theoretical and applied economics. Our working languages are English and Czech. Now we are looking for a new member of PR a Development team for the position of Marketing and Social Media Coordinator

### **Job description:**

- Implementation of marketing activities/projects for popularization of science - own as well as in co-operation with Charles University and Czech Academy of Sciences;
- Social media administration and development (advanced user – FB Manager etc; regular posts on all channels; overseeing the social media accounts' layout; development of optimal posting schedule based on web traffic and customer engagement metrics; exploitation of enhanced features, paid campaigns; researching audience trends and preferences and adapting offer accordingly; suggesting new ways to attract users, such as promotions and competitions);
- Website administration and development (measuring web traffic and monitoring SEO; Google ads; website sections upgrades as requested);
- Study programmes marketing and advertising (Google ads, linkedIn ads, FB campaigns, adverts in selected offline and online channels including design and production control);
- Preparation of marketing materials (print, online materials, merchandise, business cards, working papers folders, welcome packs, New Year cards etc.);
- Organization and admin support of external events (panels, workshops, etc.) in co-operation with PR Manager;
- Administrative agenda for the PR department (contact lists management, archiving, collating data for reporting purposes, costing exercises, supplier research, market research, etc.)
- Other tasks as requested by line manager.

### **Skills and competences required:**

- Previous Social Media Experience 2+ minimum
- Advanced English (working language of the institution) and Czech
- Attention to detail and good time management
- Can-do attitude, team player
- Advanced knowledge of MS Office

**We offer:**

- Full-time position in the center of Prague at one of the leading educational and research institutions in Central and Eastern Europe in a truly international environment
- Everyday use of English
- Flexible working hours
- Competitive salary and other benefits (contribution for a Meal, Sport - Multisport card, language and other educational courses, 5 weeks of holiday)

Please send us your CV and a brief motivation letter, both in English on email:

[martina.kastovska@cerge-ei.cz](mailto:martina.kastovska@cerge-ei.cz).

Starting date: as soon as possible or later by agreement