

Marketing Director



Job title: Marketing Director

Job location: Hult International Business School, London

Minimum duration: 1 Academic Year

About us

Hult Strategic Consulting is a Junior Enterprise consultancy working to tackle big challenges. This is a student-led consultancy firm that has the objective of developing its leadership team as well as its consultants early in their careers so that they can graduate with real-life experience working for companies that take their recommendations forward and allow them to make an impact. You will have the opportunity to work in an entrepreneurial, independent, and energetic environment where you will be challenged and encouraged to develop your full potential. If you are seeking to go beyond the academic experience in a student club by taking a leadership position in an established organization, adding real work experience to your path, this is an excellent opportunity for you.

Role Description & Objectives

HSC JE aims to provide high quality consulting services and innovative solutions and interacts with various corporate and academic figures, startups, and SMEs. We are looking for a Head of Marketing who'll lead all our marketing activities from social media and digital campaigns to advertising and creative projects, as well as guide the communication activities of the enterprise, ensuring the quality of it. The Board of directors will also depend on you in many decision-making processes, such as developing plans to help establish our brand, allocating resources to different projects, and setting short-term and long-term department goals based on market analysis. You will run our Marketing department in ways that promote higher profitability and competitiveness.

Responsibilities and Duties

- o Craft strategies for Marketing teams, including Digital, Advertising, Communications and Creative (prepare budgets for the Marketing departments)
- o Coordinate communication and marketing efforts to boost brand awareness
- o Collaborate with Head of HR to perform employer branding activities
- o Analyze consumer behavior and determine customer personas
- o Ensure our brand message is strong and consistent across all channels and marketing efforts (like events, email campaigns, web pages and promotional material)
- o Design branding and positioning (set, monitor, report on team goals)

Desired Skillset

- Leadership skills with the ability to set and prioritize goals
- Excellent communication & interpersonal skills
- Strong interest and general knowledge in the field of Marketing
- Analytical mind
- Design skills (Canvas, Photoshop, PP/Keynote etc.)

- General organizational and project management skills