

UNYT is an accredited multi-ethnic, private university in Tirana, Albania, delivering American degrees, established since 2002. It strives to provide an intelligence, knowledge, skills and technology-intensive University Education that shifts efforts, intellectual assets and resources from a local to a global environment through participating and inter active learning in small classes. UNYT is an equal opportunity employer. We are accepting applications to fill the vacancy in administrative position:

## INTERNATIONAL MARKETING OFFICER

The purpose of the International Marketing Officer role is to develop and implement marketing in support to enrollment strategies in target countries/regions in order to support University wide student enrollment objectives and international promotion.

### Responsibilities:

- Completes regular communications, advertising, public relations plans, special events, publications, etc. to ensure maximum promotion of the University in international area
- Coordinate and participate the University at local, national and international higher education events, recruitment fairs and conferences to enhance the reputation and the brand image of the University
- Initiate collaborative partnerships and build successful relationships with potential partner institutions as well as manage marketing and recruitment activities with these institutions, partners and sponsors
- Work closely with the marketing team to ensure international marketing is integrated with general marketing, website and social media activities
- Create and update international promotional materials to support the University's international promotion and recruitment.

### Key Qualifications:

- Previous experience in a similar or related field. Experience within Higher Education of preparing and managing marketing and recruitment plans and overseas visits preferable
- An understanding of current international issues in higher education as it impacts on marketing, recruitment, admissions, teaching, learning and the student experience
- BSc degree in Marketing, Public Relations or related field; Master degree is preferable
- Fluency in English language, knowledge of Turkish language is considered an advantage

### Deadline for Applications: January 15<sup>th</sup> 2022

*For more information we invite all interested candidates  
to visit our website [www.unyt.edu.al](http://www.unyt.edu.al) (job vacancies section)*

Applicants need to demonstrate ability to strengthen the departmental and organization's profile. Cultural adaptability, the ability to collaborate well in a multi-ethnic environment.

### Application:

Qualified candidates are kindly requested to send **by e-mail** at [hr@unyt.edu.al](mailto:hr@unyt.edu.al) the following

1. A Letter of Application detailing key Qualifications for this position;
2. Current curriculum vitae;
3. Photocopies of credentials and transcripts;
4. And the names, titles, positions, postal and e-mail addresses, at least two professional references

### IMPORTANT NOTES:

- **ONLY** complete applications will be considered; all documents must be sent in one message.
- **ALL** candidates will have a feedback from Human Resources office.