



## **Recruiting: Content Manager**

Do you want to work with b2b marketing, grow as a person, develop your position and use tools such as pixel, drip and Google Analytics? Maybe this position is something for you.

Technological development together with business development is at the core when the world has to evolve and form a new way of acting. Our conviction is that both organizations and people need to improve the pace of which they learn to be ready to face both current and future challenges. KTH Executive School address senior officers and managers in businesses where technology is a critical strategic factor. This is done through different learning opportunities such as Executive Programs, shorter courses, round table discussions, in-company programs and seminars. Leading national and international academics, business leaders and other experts form our faculty. ABB, Bombardier, Ericsson, Saab, Sandvik and Scania are found among our customers.

As a co-worker in KTH Executive School you will join an interesting environment with experienced colleagues who help companies in Sweden tackle their biggest challenges. We are proud of the part we have in developing the leaders of the commercial and industrial life in Sweden. You will report to and work in collaboration with the CEO for KTH Executive School. KTH Executive School was founded in 2001. It is organized as a subsidiary of KTH Holding AB.

### **Your mission**

This is a new position and you have the opportunity to develop and form your position. We at KTH Executive School are developing our digital marketing strategy – and you will be an important part of that new process. As a content manager you will be the main person responsible for the development and implementation of the strategy.

We have a developed face-to-face sales process and relationship with our customers, but now we want to improve that by also developing a digital relationship to our customers, faculty and followers. This could include activities such as:

- Atomizing marketing activities
- Tracking and analysing data flows
- Identifying warm leads to the product owners
- Facilitating and curating the development of content to our channels

### **Qualifications**

We believe that you are a person that likes to build relationships with b2b customers, want to analyse and improve marketing communication through analytical platforms such as Google Analytics, and want a position where you can develop and grow. We put a lot of weight on your mindset, attitude and drive but believe that you may hold some of the following qualities:

- Experience in b2b marketing.
- Experience in marketing automation and tools for marketing analysis.
- Experience of project management.
- Experience in editing shorter videos for social media.
- You have great skills in communicating in both Swedish and English, since both languages will be used in both written and oral form on a daily basis.

It is qualifying to have experience from working with marketing in a technology based or industrial company or a start-up. It is also qualifying to have knowledge in topics such as business development or tech.

As a person you should have a growth mindset and a high self-directedness. We see that you have a strong ability to cooperate and collaborate with many different types of groups such as; colleagues, faculty and customers. You are dedicated to your work and have the ability to structure, prioritize and



organize your work in an effective manner. We think that you like to be creative and to come up with new ideas. We will put high emphasis on your personal traits.

### **Application**

Send your application to [recruitment@es.kth.se](mailto:recruitment@es.kth.se) with a personal letter, your CV and a link to your LinkedIn profile. The applications are looked at on a continuous basis so do not wait to the last day to submit your application. The last day to apply is the 1<sup>st</sup> of March.

### **Other**

Conditions and compensation are discussed in the next step with the CEO.

We decline contact from staffing and headhunting companies just as sales of job advertisement.