

Position Description

Head of Marketing & Communications

The Marketing & Communication function has the role of promoting the oikos brand, its projects, and sustainability related content through content creation. The functions' goals are expanding oikos' network, raising awareness towards sustainable businesses, and the successful promotion of every oikos event. This year's additional goal is to make communication decisions based increasingly on analytics data gained from the past year, improve our website and make use of our quality creations (videos, photos, visuals and designs).

Responsibilities

- Maintain overview over marketing campaign of all projects
- Provide guidance and advice to each marketing manager
- Incentivize members to come up with creative ideas for their projects and also for the general oikos Copenhagen organization
- Provide ideas on how to increase knowledge about current sustainability matters that are relevant
- Be aware about the branding guides (oikos international) and provide guidance to members on how oikos Copenhagen wants to communicate and be represented
- Social Media Management (Facebook, Instagram, LinkedIn; optional: Youtube, Twitter)
- Make sure the website is up-to-date
- Stay in constant communication with Finance about marketing spending and be aware of the existing designs and offline promotion material to avoid unnecessary work and spending
- Stay aligned with the board members how oikos Copenhagen should be represented (e.g. its values and integrity) internally (communicate to members) and externally

Activities

- Hold weekly meetings with the Marketing team and Board
- Maintain contact with oikos International, other student organisations and other companies or organisations for potential partnerships and a wider spread for promotion
- Draft overall plan of action for individual projects and, overall, for the MAC function
- Organize technical workshops / provide personal training sessions to build a foundation of skills for the members to manage and operate on their marketing campaigns successfully

Optional Activities

- Share designs and technical / managerial insights with oikos international and other chapters to reduce double work and provide additional guidance to younger chapters
- Designing, editing creatives (in Adobe Creative Suite Apps, e.g. InDesign, Photoshop, Illustrator, Lightroom); for offline and online media (banners, roll-ups, posters)

- Creating concepts for videos and photos
- Data analytics (Google Analytics, Facebook Analytics)
- Web Design (experience in Javascript, HTML, CSS, squarespace, Wordpress, or similar platforms are a plus)

Qualifications

- It is beneficial if you are interested in learning technical skills
- Proactive and explorative
- You should not be shy to voice your ideas
- Be creative, proactive and explorative: you like to test new things out, and also do not shy away to work hands on
- It helps if you have an eye for detail (for copywriting, visuals) as it is important to communicate both correct information e.g. event details and to display professionalism through good, consistent branding and designs
- You are organized and structured and able to manage a number of projects / marketing campaigns simultaneously