



# COMMUNICATION & MARKETING MANAGER

Are you looking to have an impact? Interested in the future of tech education? Do you believe we can change how education works in the Netherlands?

Do you enjoy data-driven marketing and have experience in social media content creation? Do you know how to reach a wide audience? Are you enthusiastic about creating and executing end-to-end marketing strategies? Do you have an affinity with the tech industry? Then Codam is the perfect next career step for you.

Codam Coding College is the only peer-to-peer coding institution in the Netherlands, with a world-class curriculum empowering the next leading generation of tech talent. Through our educational model, students are trained to become qualified software engineers and design inclusive solutions for the challenges of today and tomorrow!

## What we offer you

- The responsibility for all of Codam's internal and external communication: You will be the voice of Codam.
- The opportunity to grow your communication and data-driven marketing skills.
- To work in the heart of Amsterdam, on a state-of-the-art campus surrounded by students.
- Full time job (40 hours), starting as soon as possible.
- Market conform salary.

## What you will be doing

- External community management
  - Advertising and promoting Codam's position, goals, philosophy and selection process to relevant groups and targets.
  - Creating, managing and growing Codam's online presence through at least the following Social Media: Twitter, Facebook, Instagram and LinkedIn.
  - Managing all press relations such as radio, newspapers and magazines.
- Internal community management
  - Informing, organising, and listening to the student community.
  - Organizing weekly stand-ups and sending community emails.
  - Share updates with the 42Network.
- Recruit new students
  - Creating and running online marketing campaigns targeting specific groups of potential students by using growth hacking strategies.
  - Organizing and attending events with relevant organizations and schools to inspire new applicants to join Codam.
  - Organizing Codam's enrollment process, including open days, intakes and the first day of the Selection Piscine.

## What makes us happy

- Excited to let the world know about our innovative world class curriculum.
- Positive attitude, energetic, open, and proactive.
- Three to five years work experience in communications, and data driven online marketing.
- Experience with online advertising and marketing tools, such as Autopilot, Mailchimp, Unbounce, and Facebook Ads Manager. Experience with Adobe and Google Analytics is a plus.
- Good copywriting skills in both Dutch and English.
- Comfortable with speaking in public.

## Next steps

- This job offer is posted on 25 September, and is still open.
- If you recognize yourself in this description, apply here: <https://codam.homerun.co/communicationandmarketingmanager/en>
- If you have questions, feel free to email us at [jobs@codam.nl](mailto:jobs@codam.nl)