1. **DIGITAL MARKETING ANALYST**

Responsabilities

The candidate will manage all digital platforms (website, social media pages, other) of the Academy and will be responsible for all digital communication.
The candite shall be involved in video editing and technological support in quality adjustment and any issue related to producing and editing educational material via videos.
He or she will post new content/events, manage Blog, requests, Q&A, classes, webinars, MC inscriptions and develop digital campaigns and web measurement strategies.
Other tasks might include creating dashboards, data visualizations and campaigns and website performance reports, monitoring and analyzing digital media and marketing trends and collecting and analyzing customer, marketing, and web behavioral data.

Key Skills

Strong knowledge of social media functioning and management.
Website proficiency
Great communication skills, especially to connect with networks of students/communities on our educational offering.
Video editing skills, with particular focus on image and sound quality.
Experience with analytical and reporting tools, (including Tableau, Google Analytics, and Data Studio).
Deep knowledge of digital marketing across social, display, and programmatic platforms.
Strong analytical and strategic thinking skills.
Ability to make data-driven decisions.
Excellent interpersonal and collaboration skills, we are a team, everyone must help each other as new challenges emerge daily.

Background
Background in digital marketing course with proven experience is a plus.

Benefits:
Free attendance to our MC programme
A potential certification of the MC by top universities
Introduction to many financial institutions and market professionals
A potential job offering with us or other institutions part of our network.
Attendance to events related to the industry.
Placement with other employers of the Academy.

2. **MARKET EDITORIAL ANALYST**

    RESPONSABILITIES

The candidate shall keep informed on current markets trend by reading financial markets magazines (Barrons, the Economist, FT), attending online market seminars (Blackrock) and more specific monitoring activities of competitors.

He or she will be engaged in creating new content for the Masterclass (specific webinars or new MasterClasses) and preparing and adapting new content for posting on our social media pages.

Other activities may include review and update of already existing materials and content, support in video editing and posting.

The candidate will also stay in touch with markets' trends/presentations in order to be constantly updated, also by attending brokers' conferences and find useful insight.

SKILLS

Good understanding of financial markets and related topics.

Ability to review, understand, analyze, and present market trends and data in a clear and concise information.

Ability to find insightful sources for content creation.

Ability to find interesting market related material from different sources.

Good knowledge of office package.

Background

A strong background in financial markets and economics is needed.

Benefits:

Free attendance to our MC programme

A potential certification of the MC by top universities

Introduction to many financial institutions and market professionals

A potential job offering with us or other institutions part of our network.

Attendance to events related to the industry.

Placement with other employers of the Academy.