



Position: Marketing Manager

Ref No.: ERA-MM-03

Category: Full-time employment

Location: ERATOSTHENES Centre of Excellence, Limassol Cyprus

The ERATOSTHENES Centre of Excellence (ECoE) (www.eratosthenes.org.cy) of the Cyprus University of Technology (www.cut.ac.cy) is seeking a Marketing Manager to join its fast-growing team of passionate and enthusiastic professionals. This position is open on a full-time employment basis (100%). The Marketing manager will report to the Director of External Relations and Business Development.

This position is open to everyone internationally in the framework of the EU-H2020 "EXCELSIOR" project (Excellence Research Centre for Earth Surveillance and Space-Based Monitoring of the Environment; <https://excelsior2020.eu/>; TEAMING Grant no. 857510). Through this project, the Cyprus University of Technology is establishing the ERATOSTHENES Centre of Excellence in Space Technology, Earth Observation and Geospatial Technology in the EMMENA (Eastern Mediterranean Middle East North Africa) region, in cooperation with the Department of Electronic Communications (DEC) from the Deputy Ministry of Research, Innovation and Digital Policy (Cyprus) and with EU advanced Partners the German Aerospace Centre (DLR, Germany), TROPOS (Germany) and the National Observatory of Athens (NOA-Greece).

The ERATOSTHENES Centre of Excellence is an autonomous Centre of Excellence with Cyprus University of Technology (CUT) as its sole stakeholder, aiming to become a viable, sustainable Centre of Excellence in earth observation, space technology and geospatial analysis. CUT has a 13-year experience in earth observations and geospatial analysis. Through the "EXCELSIOR" H2020 Teaming Project (2019-2026), the ERATOSTHENES CoE aspires to become an excellent Digital Innovation Hub for Earth Observation and Geospatial Information by offering education, responsible research, open innovation and application services capable of sustaining Cyprus' development. The ERATOSTHENES CoE aspires to actively contribute to the European Research Area (ERA) priorities in Atmosphere and Climate, Resilient Societies and Big Earth Data Analytics, as well as to become the reference Earth Observation/Geoinformation Centre for research and innovation in the Eastern Mediterranean, Middle East and North Africa (EMMENA) region.

Main Duties and Responsibilities

1. Lead the identification/selection of revenue opportunities as well as the preparation of proposals for both commercial services and project funding (from EU, ESA, National Entities), in order to achieve the sustainability objective of the ERATOSTHENES CoE;

2. Exercise an active role in the development of the organization-wide strategy of ERATOSTHENES CoE, working towards meeting its mission goals, promoting the branding of the ERATOSTHENES CoE;
3. Articulate the Centre's research and business agenda in close collaboration with its Executive Team;
4. Formulate, in consultation with the Departmental leaders, Executive bodies and partners of the ERATOSTHENES CoE and regularly update the Centre's marketing and business development strategy;
5. Take the leadership and participate in the preparation, planning, and full execution of advertising, promotion and sales activities intended for the target groups/stakeholders;
6. Liaise and interact with local and international private and public companies, organizations and other potential customers of the Centre;
7. Keep abreast of market trends and conditions and provide relevant recommendations;
8. Organize and manage campaigns, events and conferences, as well as ensure leads are correctly charged in the customer relationship management and monitored by the Innovation Team;
9. Maintain and expand relationships with existing and new associates/clients/partners;
10. Assess the impact of the initiatives performed and generate reports on the KPIs concerned;
11. Update and present the Company's compelling story as it grows;
12. Ensure ERATOSTHENES Centre of Excellence's integrity and compliance with the legal environment at the National as well as the European level (e.g., European Code of Conduct for Research Integrity, etc);
13. Engage with government and industry bodies to raise the profile of ERATOSTHENES Centre of Excellence as a research-intensive and service institution and to engage them as partners, clients and customers;
14. Ensure that the KPIs and other performance targets as set by the Centre's strategic plan are delivered;
15. Any other relevant duties deemed useful.

Qualifications, Experience and Skills

1. PhD or MSc in earth observation, remote sensing, space & geospatial technologies or any other related field;
2. At least 5 years in CEO or managerial positions in earth observation industry or space agencies with remarkable results achieved;
3. Previous experience at least 10 years in commercial space business development and in coordination/preparation of proposals for commercial services and for project funding with EU, ESA, National Entities. Previous experience of at least 10 years in contract negotiation and management with commercial clients, Governments and International Organizations including EU, ESA (e.g., earth Satellite Surveillance Ground Stations sales and support, R&D projects implementation etc.);
4. Conceptualizing, defining and planning of strategic projects from scratch, matching ideally customer requirements with vendor/ provider capabilities. Sectors involved: Geospatial Intelligence, Security, Environmental Security- Liability, Civil Protection, Energy, Agriculture, Forestry, Water Management, Environmental Telematics, Telecommunication, Satcoms;
5. Excellent writing skills (offers, proposals, brochures, media);
6. Experience in content creation and reputation management;
7. Computer literate;
8. Avid interest in Interactive Media and ICT technologies considered a real asset;

9. Avid understanding of space and Earth observation markets and players in regions outside Europe would be a real asset, possibly documented in having working experience;
10. European national basic clearance for handling confidential governmental material would be an advantage;
11. Fluent in English and Greek (written and spoken);
12. Knowledge of Arabic or any other language will be considered an advantage;
13. For non-EU applicants a work permit will be required.

Profile and Personal Attributes

1. Excellent relationship building and interpersonal skills;
2. Excellent communication skills;
3. Excellent organizational skills;
4. Creativity;
5. Team player and ready to play a role in various tasks;
6. Adaptability, strong attention to detail, and plan on a short-term and long-term basis
Trustworthy and committed;
7. Self-motivated to achieve targets;
8. Ability to work in a fast-paced environment;
9. Team player and ready to play a role in various tasks;
10. Adaptability, strong attention to detail, good organization and planning skills are your strengths;
11. Adherence to National and European legal environment;
12. Physical presence in the designated area of employment of the Centre in Cyprus.

Benefits

An attractive remuneration package will be offered to the successful candidate according to qualifications and experience.

Submission and Treatment of Application

Interested candidates must submit their application comprising of all documents listed below via email to vacancies@eratosthenes.org.cy, conspicuously entering in the subject line: ***“Application for Position: Marketing Manager”***.

1. Cover letter clearly specifying availability date for full time employment;
2. Detailed *Curriculum Vitae* (including contact details);
3. A document of up to five pages explaining how the candidate’s motivations match ECoE’s aspiration:
 - *Short and long-term plan of action regarding the Centre of Excellence and the marketing strategy to be followed and implemented;*
4. Scanned or electronic copies of degree certificates and relevant qualifications. True copies of the originals will be requested for the shortlisted candidates;
5. Full contact details (including postal and email addresses) of three referees. For the short-listed candidates, the referees will be asked to submit Letters of Reference.

If you have previously applied for any position at ERATOSTHENES Centre of Excellence, a new application is required.

Deadline for submitting the application: no later than Friday 25 September 2020 at 14.00 CYPRUS TIME. Late applications will not be taken into consideration.

Review of applications will begin immediately after this deadline and all applicants will be notified accordingly.

For general inquiries, applicants may contact the ERATOSTHENES Centre of Excellence, at vacancies@eratosthenes.org.cy.

It is noted that:

- For non-EU applicants a work permit will be required.
- Applications will be treated in strict confidence. All information provided will comply with the General Data Protection Regulation (GDPR) of the European Union;
- The job requires that the Marketing Manager is or becomes a resident in the area of employment;
- The ERATOSTHENES CoE adopts an equal opportunity policy at recruitment and the subsequent career stages and encourages both genders to submit an application for all levels of Academic and Administrative Staff;
- The ERATOSTHENES CoE does not discriminate in any way on the basis of gender, religion or belief, ethnic, national or social origin, age, physical ability, marital status and sexual orientation.

The employment of the successful candidate will start upon approval of the contract amendment for including ERATOSTHENES CoE as a new partner in the "EXCELSIOR" H2020 consortium.

CONSORTIUM



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