

CGU Stella for staff 2020

Professional Mobility Programme for Services Staff

PLACEMENT OFFER INTECO3

INFORMATION OF HOST UNIVERSITY

Name of institution:	Technological Institute of Santo Domingo.
Address:	Av. Los Próceres no.49, Santo Domingo, Dominican Republic.
Telephone:	(809) 567-9271
Web:	https://www.intec.edu.do/
Short description:	The Instituto Tecnológico de Santo Domingo - INTEC (INTEC University) is a private University, providing a public, not-for-profit service, and was founded in 1972. INTEC'S curriculum offers a lot of diversity: Engineering, Business, Health, Basic Sciences, Humanities and Social Studies.

INFORMATION OF PLACEMENT OFFER

Department:	Marketing.
Description of activities:	<p>Job Shadowing.</p> <ol style="list-style-type: none"> 1. Manage the production of graphic material and communication media of the INTEC programs, careers, academic areas and services. 2. Accompany and provide advice to academic areas in the conceptualization of Projects. 3. Carry out the market planning related to INTEC's academic offer in the target segment. 4. Define and execute strategies and modalities of brand projection and penetration INTEC in competitive spaces with other brands of higher education institutions and similar entities. 5. Follow up on positioning results, participation in the education sector superior and satisfaction of the expectations of students and related entities, proposing adjustments and required actions. 6. Manage the media placement process for programs, careers, areas INTEC academic and services. 7. Supervise the use of the brand in the development and dissemination of graphic material for INTEC programs, careers, academic areas and services. 8. Ensure the presence of the brand in the events related to induction, graduation, launch of programs, among others. 9. Prepare reports on brand presence in print and digital media. 10. Control and ensure the updating of the advertising and information spaces of the campuses related to programs, careers and academic areas. 11. Support the organization and execution of fairs and external promotional events. 12. Participate in the elaboration of policies and graphic guidelines of INTEC.

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	<p>13. Make the corresponding requests and specifications to suppliers regarding production of graphic and / or audiovisual material of programs, careers, areas INTEC academic and services.</p> <p>14. Execute other tasks related and complementary to the previous ones, either as a collaboration or at the request of your immediate supervisor.</p>
Working languages:	English/Spanish.
Working place:	Marketing office.
Mobility period	To be agreed with the candidate.
Length:	7 working days.
Daily working time:	7 hours.
No. of offered placements:	1
Accommodation	No.
Supplementary contribution	Yes. Lunch and transportation airport-hotel and hotel-INTEC.

CURRICULAR PROFILE OF CANDIDATE

Required experience:	2 years.
Required skills:	Leadership, teamwork, and others related to the position.
Academic title	Degree, Master.