

CGU Stella Junior 2021

Mobility and training programme for students

PLACEMENT OFFER CETYSO2J

INFORMATION OF HOST UNIVERSITY

Name of institution	CETYS University.
Address	Av. CETYS Universidad No. 4, Fracc El Lago, Tijuana BC. 22210 (Mexico).
Telephone	+52.664.903.1800
Web	https://www.cetys.mx/
Short description	<p>CETYS University is a private Institution of Higher Education founded in 1961, located in northwest Mexico. CETYS is a three-campus university system with programs in the areas of Engineering, Business and Social Sciences.</p> <p>With several alliances with universities and higher education organizations around the world, CETYS is the only university in Mexico currently accredited in the USA by the Western Association of Schools and Colleges (WASC). CETYS is also accredited in the USA by the Accreditation Council for Business Schools and Programs (ACBSP) and the Accreditation Board for Engineering and Technology (ABET).</p>

INFORMATION OF PLACEMENT OFFER

Mobility	Virtual.
Department	Marketing and Communications Department.
Description of activities	<ul style="list-style-type: none"> • The participant will work on the process of marketing, promoting and positioning CETYS University's image and brand. • Content design and proposals for communications and news to target audiences. • Social Media communications. • Actively participate in meetings of the Marketing Department. • Will work with the Marketing and Communications Director on a specific project related to Digital Media, Digital Marketing, or Digital Platforms.
Working languages	Spanish (English is desirable but not compulsory).
Working place	Remote.
Mobility period	<p>Within the indicated period.</p> <p>CETYS University is offering two placements:</p> <ul style="list-style-type: none"> - 2nd semester of 2021: one placement between August 1st and September 30th.

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	<p>- 2nd semester of 2021: one placement between October 1st and December 10th.</p> <p>The specific periods are to be agreed with the candidates.</p>
Length	45 to 60 calendar days.
Daily working hours	2-3 hours per day.
No. of offered placements	2.
CURRICULAR PROFILE OF CANDIDATE	
Required experience	<ul style="list-style-type: none"> • The ideal candidate will have a degree in Communications or Marketing; • And will have some experience in Digital Media, Digital Marketing, and/or Digital Platforms.
Required skills	<ul style="list-style-type: none"> • Able to work under pressure. • Good team member. • Able to work in multicultural environments. • Commitment to goals and accomplishment. • Creative and innovative. • Understands mass and media communications. • Is able to relate relevant information and specific content to a specific market.
Academic title	<ul style="list-style-type: none"> • Degree.