

CGU Stella for Staff 2024
Professional Mobility Programme for Services Staff

PLACEMENT OFFER ANAH05

INFORMATION OF THE HOST UNIVERSITY

Name of institution	Anahuac Xalapa University.
Address	Circuito Arco Sur s/n Lomas Verdes, Mexico.
Telephone	(228) 819-1515.
Web	https://www.anahuac.mx/veracruz/xalapa .
Short description	An academic institution that aims to contribute to the integral formation of professional leaders with strong community commitment and to institutionally promote the authentic development of the person and society, inspired by the values of Christian Humanism.

INFORMATION OF THE PLACEMENT OFFER

Department	Postgraduate Department.
Description of activities	<ul style="list-style-type: none"> • Exchange ideas about marketing, sales and promotion of the posgraduate department through offline and digital inbound strategies. • Academic quality and operation of postgraduate programs. • Content generation in social networks. • Costumer Relationship Management. • Sales process of postgraduate programs. • Events to target new postgraduate students.
Working languages	Spanish, English, Italian.
Working place	Xalapa, Veracruz, Circuito Arco Sur s/n Lomas Verdes.
Mobility period	To be agreed with the candidate. July-August 2024.
Length	15 working days.
Daily working hours	5 hours.
No. of placements	1.

CURRICULAR PROFILE OF THE CANDIDATE

Academic title	Master, Degree.
Required experience	Digital marketing strategies and sales. Events organization.
Required skills	<ul style="list-style-type: none"> • Hubspot (optional). • Communication. • Leadership. • Use of Microsoft Office. • Teamwork. • Organization. • Costumer care.

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	<ul style="list-style-type: none">• Negotiation.• Innovation.
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