

## TUMO Tirana

### Position: Marketing and Communications Manager

The Albanian – American Development Foundation (AADF) in partnership with Municipality of Tirana and TUMO Yerevan Center for Creative Technologies have established TUMO Tirana Center for Creative Technologies in October 2020. We are seeking a highly driven and experienced professional who will lead marketing efforts at the TUMO Tirana Center and own brand development, and student recruitment through both digital and analogue channels.

The TUMO Educational Program is an after-school program where teens learn skills at the intersection of design and technology. Teens between 12–18 years old learn skills with multiple learning targets including animation, game development, graphic design, filmmaking, music, robotics, programming and 3D modeling.

#### Key Responsibilities:

- Develop the TUMO brand in Tirana through all communication channels;
- Develop and implement marketing & communication strategy compliant with TUMO HQ standards;
- Develop and implement an annual marketing & communication plan and budget that meets the program objectives;
- Design and implement effective marketing & communication activities and campaigns on regular basis within agreed budget;
- Plan and execute annually a calendar of events, including the center launching event;
- Manage website and all digital channels of communication;
- Produce valuable and engaging content for the center website, social media channels and blog that attracts and converts the center's target audience;
- Oversee and approve all marketing & communication related materials, including but not limited to website content, social media content, banners, brochures, etc;
- Create advertising campaigns across several platforms, provide data analysis and market surveys on consumer behavior;
- Create compelling in-person experiences or visual assets that lead to students' enrollment;
- Stay up-to-date on all trends regarding new technologies and applications on the market;
- Ensure regular Media Monitoring and generate Synopsis weekly for the organization.



### **Relationship Management:**

- Regular reporting and compliance with marketing strategy and policies of TUMO HQ;
- Build strategic relationships and partner with key industry players, agencies and vendors;
- Build and manage relationships with medium outlets, PR agencies, local government, donors and potential partners;
- Incorporate and represent the TUMO Educational Program and philosophy to all marketing strategy and activities, including with every third-party engagement.

### **Requirements:**

- Bachelor's degree in Business, Communication, Marketing or any related field of study;
- Master's degree in a relevant field of study will be considered an advantage;
- 5+ years' experience in Marketing & Communication;
- Understand and adopt design-based thinking and planning;
- Technical marketing skills with a strong emphasis on digital marketing;
- Solid knowledge of data/analytics, website analytical tools and CMS (e.g. WordPress);
- Tech-savvy and SEO/SEM-friendly is preferred;
- Experience in setting up and optimizing Google AdWords' campaigns;
- Up to date with the latest trends and best practices in online marketing and measurement;
- Competence as a creative writer with an eye for details;
- Analytical thinking skills with creative-problem solving to initiate innovative campaign ideas to drive the center forward;
- Forward-thinking, business-focused and strategy-centered;
- Ability to plan, lead, guide and work with the local and HQ team towards a common goal;
- Ability to assess complex situations and prioritize critical issues;
- Experience in managing stakeholders' relationships;
- Excellent communication skills, including written communication, personal interaction and public presentation;
- High integrity, strong professionalism and solid ethics;
- Fluency in written and spoken English.



Albanian-American  
Development Foundation



### **Application Procedure:**

Please reference the job position to the subject of the e-mail. Please submit a Curriculum Vitae and a Motivation Letter detailing relevant knowledge, experience and interest in the position to the following address: [info.tirana@tumo.center](mailto:info.tirana@tumo.center) .

**The deadline for the submission of applications is September 16<sup>th</sup>, 2021.**

The winning applicant is expected to start his/her job as described above on October 4<sup>th</sup>, 2021, pursuant and depending on the development that relate to the COVID-19 pandemic.



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