



Vacancy

Head of Marketing & Commerce

Student Experience



Student Experience is a fast-growing, independent property manager and developer that provides the best living environments for students. The Head of Marketing and Commerce will drive the commercial strategy for national and international markets, strengthen the brand, and set up Student Experience for ongoing growth.

Requirements

- Over 8 years of experience
- In marketing and commerce
- Spanish, English, and Dutch fluency
- Strategic and hands-on leader



Amsterdam



Minimum of 8 years' experience



About the company

Student Experience



When Amsterdam was faced with a significant shortage of student housing, entrepreneur Johan Verweij realized he held the key to a solution. With decades of real estate experience under his belt, he founded Student Experience. His goal has been to develop and manage state-of-the-art student accommodation.

Their company plan is to create the world's best living environment to help students achieve their full potential. In 2015, Student Experience opened its first complex in Amsterdam Zuidas and since then, have opened more locations in Amsterdam, Leiden, Madrid, and Granada.

Student Experience has established a company culture that fits its family business roots and its purpose. Diverse and international like the students they serve, colleagues work hard in their tight-knit, fun-loving teams to offer the best quality student housing, facilities, and services.

The Marketing, Communications and Commerce (MCC) team consists of eight marketing and communication specialists, content creators, and community builders. They are responsible for the branding, marketing, communication, and commercial strategy (including sales) of Student Experience in the Netherlands and Spain. ▶



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As Student Experience develops and manages more and more locations in the Netherlands and abroad, the company's go-to-market approach needs to be tailored to the different contexts. The Head of Marketing & Commerce designs and implements these specific marketing and commercial strategies and leads the MC team to attract and retain students for an optimal occupancy rate of the different complexes.

For example, they will further develop the direct marketing and sales activities. In addition, they strengthen the branding of Student Experience in each market, communicating with students, investors, partners, and other stakeholders. They actively develop relationships with educational institutions, agencies, and other sales channels and follow up on leads provided by the CEO and the Spanish Senior Property Director. Finally, they fortify the company's foundations for future growth by establishing effective processes, practices, and forecasts.

The specific context in the different markets also requires the flexibility to shift gears quickly. The Head of Marketing & Commerce leads the MCC team in its prioritization across markets and responsibilities. They thrive in Student Experience's informal culture and build and maintain strong relationships with external stakeholders. The Head of Marketing & Commerce works from Amsterdam and travels to Spain about once a month. They report to the CEO and collaborate with the Heads of Operations, Finance, IT, and HR. ▶



This is an exciting opportunity for an entrepreneurial leader with solid marketing and commercial experience who can shape the strategy and drive it hands-on with their team, colleagues, and stakeholders. ■



“I want to have Student Experience complexes in every European capital. Designing a concept fit for the country’s culture is essential when expanding internationally.”

Johan Verweij, CEO and founder of Student Experience

Interested?

Student Experience is working with Top of Minds to fill this vacancy.

To express your interest, please contact Emily Olij at emilyolij@topofminds.com.