

Vacancy:

Growth & Conversion Lead (Digital Marketing & CRM)

This is a rare opportunity to build a marketing engine to drive student recruitment from the inside out. At University College Roosevelt (UCR), the foundations are already in place: strong content, a reliable CRM system, and a highly personal approach that converts well once students engage. What's missing is orchestration. We are looking for a Growth & Conversion Lead who can connect the dots: turning strong but separate activities into a coherent, high-performing system that consistently attracts, engages, and converts the right students. You will experiment, optimize, and refine continuously using data, creativity, and common sense in equal measure... and know when each matters most. If you enjoy bringing structure to complexity and seeing tangible results from your work, this role puts you at the center of how UCR grows. You will see the direct impact of your work on who discovers UCR, how they engage, and ultimately who chooses to study here.

Employer: University College Roosevelt
Location: Middelburg, The Netherlands
Function: Growth & Conversion Lead
Hours: Full-time (38/40 hrs / week)
Job number: 2026-04-UCR

Remuneration: Up to €5.538 / month
Deadline: 10 May 2026
1st interview: w/c 18 May 2026
2nd interview: w/c 25 May 2026
Start date: 1 July 2026 (or asap)

About University College Roosevelt

Founded in 2004, University College Roosevelt is a small-scale, international liberal arts and sciences college based in the historic center of Middelburg, the Netherlands. With around 500 students, guaranteed housing, and a close-knit residential campus, UCR offers an intensive, student-centered learning environment where education is collaborative and community-focused. At the heart of UCR is an open curriculum of more than 150 courses organized across six interdisciplinary clusters. Students design their own academic journey, combining perspectives and disciplines to address real-world questions. The program is deliberately embedded in society, responsive to global and regional developments, and adaptable to diverse ambitions - preparing graduates to think critically, connect ideas, and contribute meaningfully beyond the classroom. While students earn the Liberal Arts and Sciences bachelor's degree awarded by Utrecht University, UCR is not a branch or faculty of Utrecht University and operates autonomously.

What role you will play

University College Roosevelt is moving from a traditional marketing approach to an integrated, data-driven marketing and recruitment model. This role is responsible for designing, managing, and continuously improving the full prospective student journey; from first discovery to enrolment. The Growth & Conversion Lead ensures that the marketing mix operates as one connected system using data, content, and technology to generate qualified leads and improve conversion in recruitment and admissions.

What you will be responsible for

1. Funnel ownership (end-to-end)
 - Own and manage the full marketing and conversion funnel: awareness → lead → nurture → application → enrolment
 - Define, monitor, and improve conversion rates at each stage
 - Identify bottlenecks and implement improvements
2. CRM & marketing automation
 - Own the CRM structure and lead lifecycle management
 - Design and implement lead scoring and segmentation (early / warm / hot / "fuzzy")
 - Build and optimize automated nurture journeys
 - Ensure all lead sources (website, events, platforms) feed into CRM consistently

3. Website & conversion optimization
 - Translate strategy into a conversion-oriented website experience
 - Optimize key entry points (program builder, downloads, events, contact moments)
 - Use analytics and user behavior data to improve performance
 - Collaborate with ITS / web support on implementation
4. Content orchestration (not production)
 - Define content priorities based on recruitment insights and student questions
 - Ensure content supports funnel progression (not just visibility)
 - Coordinate reuse of core content across website, social, recruitment, and campaigns
 - Guide videographer and contributors on strategic priorities
5. Search & campaign alignment (SEO/SEA)
 - Ensure alignment between search intent, campaigns, and landing pages
 - Monitor performance (cost per lead, quality of leads, conversion)
 - Optimize campaigns based on data, not volume
6. Marketing–recruitment integration
 - Work closely with Recruitment and Admissions team members
 - Translate recurring student questions into content and funnel improvements
 - Ensure timely follow-up and clear ownership of leads
 - Support recruitment with data insights and targeting
7. Data, reporting & experimentation
 - Define key KPIs across the funnel (lead quality, conversion rates, cost per enrolment)
 - Develop dashboards and reporting (in collaboration with Data/Web and ITS)
 - Run small-scale experiments (A/B testing, new channels, messaging)
 - Drive continuous improvement
8. Targeted partnerships & platforms
 - Manage performance-driven external platforms (e.g. study portals)
 - Evaluate ROI (lead → enrolment)
 - Support targeted partnership initiatives linked to recruitment outcomes

What you need to bring/have

Essential

- A hands-on team player with the ability to work cross-functionally in a small organization
- Experience in digital marketing, growth, or CRM-driven environments
- Strong understanding of funnels, conversion, and user journeys
- Experience with CRM systems and marketing automation
- Data-driven mindset (analytics, dashboards, experimentation)
- Fluency in written and spoken English

Desirable

- Experience in higher education or student recruitment
- Experience with SEO/SEA and performance marketing
- Familiarity with content strategy (not necessarily production)
- Experience with HubSpot and WordPress
- Fluency in written and spoken Dutch

Competencies

- Systems thinker (connects moving parts into one model)
- Pragmatic and action-oriented (iterative, not theoretical)
- Strong communicator across platforms, channels and teams
- Comfortable with ambiguity and building new processes
- Balances strategic thinking with hands-on execution

Who you will be working with

You will report directly to the Managing Director and work closely with the:

- Communications & Curriculum Support Officer (for CRM and CMS)
- Recruitment & Admissions Officer
- Coordinator for Global Student Recruitment & Admissions
- Videographer & Photographer
- Community Engagement Officer (vacant)
- Management Team (Dean, MD, DoSII and DoE)

What success looks like (after 12 months)

- A clearly structured and measurable marketing funnel that feeds recruitment pools is in place
- CRM and lead nurture flows are actively used and continuously improved
- Conversion from lead to application has measurably improved
- Website and key entry points generate consistent, high-quality leads
- Marketing and recruitment operate as a coordinated system rather than separate activities
- Data and insights are used routinely to guide decisions

What we offer

- A one-year employment contract, leading to a permanent contract subject to a positive appraisal
- A Flexible working policy including (limited) remote working opportunities
- A Salary based on UNL scale 10, in line with experience and qualifications
- (Partial) commuting cost reimbursement (within the Netherlands)
- A comprehensive benefits package, including:
 - End-of-Year Bonus (8.3%)
 - Holiday Allowance (8%)
 - Pension arrangement with ABP (<https://www.abp.nl/>)
 - Flexible benefits model
 - Generous leave entitlement (232 hours per year, based on full-time employment)

How to apply

People are at the heart of what we are and do; we want to attract outstanding, inspirational, and talented people, support them to succeed and celebrate their success. UCR is committed to equality, diversity, and inclusion in all aspects of its community. We welcome applications from individuals of all backgrounds.

If role is right for you, please submit your application by email to personnel@ucr.nl before **10 May 2026**. We encourage you to apply even if you do not meet every requirement. Your applications should include:

- a letter of motivation
- a resume/cv
- the names of at least two referees who can be contacted by email and phone.

As part of the application and selection process, an assessment or presentation may be included. If this becomes necessary, you will be informed in advance.

First interviews are scheduled to take place in the week commencing 18 May. Second interviews are scheduled to take place in the week commencing 25 May. Unfortunately, only short-listed candidates will be contacted. If you have not heard back from us by 15 May, you may presume that you have not been shortlisted for interview.

Any questions?

If you have any questions about this role, please reach out to Etienne de Jager, Managing Director, via e.dejager@ucr.nl.