

UNYT is an accredited multi-ethnic, private university in Tirana, Albania, delivering American degrees, established since 2002. It strives to provide an intelligence, knowledge, skills and technology-intensive University Education that shifts efforts, intellectual assets and resources from a local to a global environment through participating and inter active learning in small classes. UNYT is an equal opportunity employer. We are accepting applications to fill the vacancy in the administrative position:

## MARKETING - CONTENT CREATOR

The PR & Marketing Department is looking to hire a Marketing Content Creator to join our team. This role is ideal for someone who thrives on structure, pays strong attention to detail, and can consistently implement tasks with discipline and precision. You will work closely with the Head of PR & Marketing and follow strategic guidance to execute social media plans, manage marketing data, assist with content writing, and prepare impactful presentations. This is a creative position; we are looking for a strong executor with technical skills and a cooperative, task-oriented mindset.

### Responsibilities:

- Create engaging and original content for digital platforms, including social media, website, email campaigns, and promotional materials (Facebook, Instagram, LinkedIn, TikTok, YouTube);
- Write captions and basic content following brand tone and guidance from the marketing manager;
- Plan, create, and manage content calendars in coordination with PR and Marketing campaigns and ensure deadlines are met;
- Collect and analyse data (social media metrics, Google Analytics, advertising results, competitor pricing);
- Collaborate with the PR & Marketing team to support events, admissions campaigns, academic initiatives, and institutional announcements;
- Produce and edit basic visual content (photos, short videos, reels, stories) for social media platforms
- Stay up to date with digital trends, social media best practices, and content formats
- Assist in the implementation of ongoing marketing campaigns and student outreach efforts;
- Assist in covering university events and activities through live or post-event content
- Ensure timely execution of assigned tasks and maintain structured documentation of marketing efforts.

### Key Qualifications:

- Bachelor's degree in Marketing, Business Administration, Design or related field;
- Proven experience in content creation, social media management, or digital marketing (portfolio preferred);
- Comfortable with social media scheduling tools (e.g., Meta Business Suite, Buffer, Later, or similar);
- Strong writing and storytelling skills in English and Albanian;
- Ability to create engaging content for different platforms (Instagram, Facebook, LinkedIn, website)
- Familiarity with basic graphic tools (e.g., Canva or Adobe Express) is a plus;
- Proficiency in Microsoft PowerPoint (visual formatting, slide creation);
- Knowledge of social media trends, content formats, and platform best practices

- Strong organizational and time-management skills; ability to meet deadlines
- Creative mindset with attention to detail
- A collaborative, obedient mindset, open to feedback, focused on execution within a PR & Marketing team and across departments
- Flexibility to cover events and activities when needed
- Ability to follow instructions precisely and deliver on time;
- Previous experience in an educational or service-based environment is a plus.

**Deadline for Applications: 08 February 2026**

*For more information we invite all interested candidates to visit our website [www.unyt.edu.al](http://www.unyt.edu.al) (job vacancies section)*

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**Application:**

Qualified candidates are kindly requested to submit application through our website <https://unytold.unyt.edu.al/index.php/job-vacancies-work-with-us/#adm-pos/> or [hr@unyt.edu.al](mailto:hr@unyt.edu.al) the following;

1. A Letter of Application detailing key Qualifications for this position;
2. Current curriculum vitae in English language;
3. Photocopies of credentials and transcripts;
4. And the names, titles, positions, postal and e-mail addresses, phone numbers of at least two professional references

**IMPORTANT NOTES:**

- **ONLY** complete applications will be considered; all documents must be sent in one message.
- **ALL APPLICANTS** will receive feedback from the Human Resources Department