

Name of Studio: CUAC Arquitectura

Job Title: Marketing Assistant

Location: C. San Jerónimo, 17, 18001 Granada

Website: www.cuacarquitectura.com

Duration: 3 months

Studio Description

CUAC Arquitectura Studio was formed in 2006 by the architects Javier Castellano Pulido and Tomás García Píriz, who are also professors of Projects at the University of Granada and the University of Malaga respectively.

At our professional studio in Granada we have been working for more than 20 years on architecture projects of very diverse characteristics and scales, such as sustainable and energy-efficient architecture, furniture design, interior design, intervention in heritage or landscaping and urban planning.

We are also researchers, with a special interest in issues related to contemporary habitat, landscape construction, the dynamics of change in the city of the XXI century or the relationship between heritage and contemporary architecture. These interests have earned us stays at the Tokyo Institute of Technology and the Catholic University of Chile in 2008 and 2011.

Role Description

During this 3-month Erasmus+ placement as a Marketing Assistant at CUAC Arquitectura, the participant will be responsible for managing social media – such as Facebook and Instagram – and digital marketing activities designed to showcase new and current design projects. They will also be providing marketing guidance, helping with the design of promotional material related to new projects, such as flyers, videos, and guide, as well as supporting the design of a Corporate Visual Identity and brand positioning of subproducts.

The successful candidate will also support CUAC Arquitectura's digital marketing efforts by working with different platforms and delivering quality content to a targeted, design-focused audience. They will help to drive customer traffic to the CUAC Arquitectura website and social media accounts

by regularly posting relevant content and improving SEO. This will be achieved through understanding the target audience and identifying blog post topics, performing research from specific subject areas and composing informative articles.

Required Applicant Profile

- Background in one or more of the following: advertising/marketing; audio-visual; web publishing; social media
- Background in graphic design and, if possible, photography.
- Knowledge of business administration is an advantage
- Interest in architecture and design
- Track record of engaging audiences via social media (this can be via either professional or personal accounts)
- Excellent writing, editing, grammar and proofreading skills
- Understanding of Search Engine Optimization (SEO) best practice
- Good general interpersonal and communication skills
- Spanish language skills are useful but not necessary