



## **JAM MUSIC LAB GmbH**

is the supporting organization of the private University  
“*JAM MUSIC LAB Private University for Jazz and Popular Music Vienna*”,  
as well as the *Conservatory* with public rights  
“*Friedrich Gulda School of Music Vienna*”

In terms of content, the two institutions **offer Studies in jazz, pop, rock & classical music**. Both institutions are committed to modern artistic and pedagogical forms of education in which interdisciplinarity, motivation and talent development play a central role. Individuality, internationality and stylistic openness are central values that accompany the collaboration between students and teachers.

To strengthen our central administration team, JAM MUSIC LAB GmbH is currently seeking a

### **Student Recruitment Officer (30 hours/week)**

to drive innovative strategies for attracting national and international students while contributing to our vibrant and creative work environment.

#### **Your role and mission**

The role is part of JAM's Marketing team and reports directly to the Head of Marketing. As a Student Recruitment Officer, you will play a key role in developing and executing the university's student recruitment strategy. Your focus will be on attracting and enrolling qualified students, building strong relationships, and promoting the university's academic programs and reputation, all while working to achieve enrollment targets.

- Develop and implement innovative strategies to attract undergraduate and postgraduate students, including promotional campaigns, events, and outreach activities.
- Manage relationships with agencies, school counselors, and other stakeholders, fostering a network of current students and alumni to promote JAM internationally.
- Represent JAM's programs and services at schools, fairs, and other external and internal events, engaging with diverse audiences such as prospective students, parents, and educational partners.
- Oversee prospective student inquiries and applications through CRM and other data management systems, using insights to enhance recruitment efforts.

JAM MUSIC LAB GmbH  
JAM MUSIC LAB Private University for Jazz and Popular Music Vienna  
Friedrich Gulda School of Music Wien  
University Press | Artist Management  
Mariahilfer Strasse 47/1/9 | 1060 Wien  
T +43 1 375 2020 | E [office@jammusiclab.com](mailto:office@jammusiclab.com)  
CEO: Mag. Marcus Ratka & Dr. Ulrike Plettenbacher  
FN 365785 w | Handelsgericht Wien



- Plan, coordinate, and host recruitment events like Open Days, town halls, seminars, workshops, and campus tours.
- Using data to inform and prioritize actions, innovation and enhancement of current student recruitment activities, communication and engagement.
- Collaborate with the marketing team to inform the needs for promotional content on social media and digital platforms, ensuring an engaging user experience.
- Contribute to the development of recruitment materials, social media campaigns, and website content.
- Work closely with admissions, marketing, and student services to achieve recruitment objectives and drive strategic initiatives.

This role involves occasional travel for presentations and events and requires adaptability, creativity, and strong communication skills.

#### **Requirements:**

- Completed degree in communication, marketing, social sciences, or business from an accredited university.
- Minimum 3 years of experience in student recruitment, including event planning and execution.
- Strong knowledge of the Austrian and European recruitment landscape; familiarity with other higher education systems is a plus.
- Established network of educational agents and university counselors at high schools in Austria and abroad.
- Proven experience in managing educational agent relations, including identification, onboarding, contract negotiation, and training.
- Availability for occasional travel.
- Skilled in public speaking and presenting to diverse, large audiences.
- Proficient in social media and online marketing for recruitment purposes.
- Strong sales and persuasion skills to promote JAM and its programs effectively.
- Fluency in German and English.
- Expertise in creating impactful presentations using tools like Adobe, G Suite, Microsoft 365, and Canva.
- Proven ability to work collaboratively in a team setting.
- Capable of working under pressure, meeting deadlines, and operating independently.
- Excellent interpersonal and intercultural skills for effective engagement with diverse internal and external stakeholders.

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### **We Offer:**

- Permanent contract (30 hours/week)
- **Minimum Salary:** € 2100 gross/month (paid 14 times per year). A higher salary may be offered depending on qualifications and experience.
- Centrally located office on Mariahilfer Strasse with excellent infrastructure and public transport connections.
- Appreciative work environment in a highly motivated and experienced team where ideas are always welcome.
- Flexibility in working hours and opportunities for creativity in task completion.

### **Workplace:**

Mariahilfer Straße 47/Stiege 1/Top 9, 1060 Vienna

### **Application Deadline:**

31 January 2025

### **Application Submission:**

Please send your detailed application, including certificates, to Ms. Elke Withalm via email at [withalm@jammusiclab.com](mailto:withalm@jammusiclab.com). For inquiries, call +43 (0)1 375 2020 - 12.

As an employer, we value diversity and support people in developing their potential and strengths, realizing their ideas and seizing opportunities. The job advertisement is aimed equally at all people, regardless of age, skin color, religion, gender, sexual orientation or origin.

For more information, please visit:

- [JAM MUSIC LAB](#)
- [Friedrich Gulda School of Music](#)
- [Instagram](#)

We look forward to receiving your application!

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