

# Head of Corporate Identity and Communication

Company:

**Bologna University Business School (BBS)**

Location:

**Italy / Bologna**

Discipline:

**Corporate Identity and Communication**

Employment Type:

**Permanent Full-time**

Posted:

**04/02/2026**

Contact Person:

**If you wish to apply for this position, please specify that you saw it on AKADEUS.**

## Head of Corporate Identity and Communication

### 1.CONTEXT

Bologna University Business School (BBS) is a European business school, established in 2000 by the University of Bologna and several private organisations, whose aim is to provide post-graduate and post-experience interdisciplinary management education.

The School operates as a non-profit private foundation with full strategic, operational, and financial autonomy. Its governance framework ensures both independence from, and integration with, its parent institution and allows for the participation of multiple stakeholders. This setup fosters an exceptional level of collaboration between our academic institution and the world of practice BBS's mission is summarised by its motto, 'Multiplying Opportunities,' which reflects the School's commitment to serving individuals, organisations, and society. The School seeks to expand the capabilities of each student, organisation, and institution it touches. As it has pursued its mission, BBS has been recognised as a creative, dynamic, and entrepreneurial business school, thanks in large part to its committed, diverse, research-driven, and practice-oriented faculty.

The School's unique positioning traits are: its interdisciplinary approach, its pedagogical focus on individual learning in a collaborative environment, and its close working relationship with companies from industries where Italy holds an international leadership

position.

After achieving the challenging 5-year EQUIS Accreditation (placing it among the 222 EQUIS-accredited schools in the world, out of about 16,000) and opening a unique, sustainable, and landscape-integrated new campus in 2024, BBS is now entering a new phase of development that includes governance evolution, international growth, and AI-driven transformation.

## **2. JOB**

In this context, we are looking for a new Head of Corporate Identity and Communication, who will be responsible for the Foundation's identity, brand equity, communication, and media relations. The role reports to the Executive Director appointed by the Foundation to oversee these activities.

We are looking for a motivated individual willing to take on responsibility for this role, with the mission of enhancing corporate identity, developing brand equity and awareness, supporting the strategy through communication and media relations, and delivering an operational impact on key account management, fundraising, the alumni community, events, and stakeholder management, while also collaborating across the School's activities in a support and service role.

The core responsibilities of the Head of Corporate Identity and Communication will include:

- developing and disseminating the corporate identity;
- developing an integrated communication plan aligned with the School's strategy;
- ensuring the enhancement of the School's brand awareness and reputation;
- guaranteeing a consistent and coherent visual identity across all channels (online, offline, and campus);
- managing media relations;
- overseeing communication and branding activities for events, conferences, workshops, the Alumni Community, etc.;
- defining communication guidelines for products and programs, in line with the corporate identity, to support business operations and product marketing;
- coordinating a dedicated team.

## **3. EMPLOYMENT FRAMEWORK**

The selected candidate will be hired on a permanent employment contract and classified according to their experience and professional profile, within the framework of the National Collective Labour Agreement (CCNL) for the Tertiary, Commerce and Services sector. Compensation will be commensurate with the candidate's actual skills and experience and may include future developments in line with the Foundation's policies.

#### **4. PROFESSIONAL REQUIREMENTS**

The requirements for admission to the selection process, which must be met as of the date of publication of this notice, are:

- possession of a university degree (under both the old and new Italian systems: Bachelor's, Master's or equivalent, or an equivalent international qualification);
- at least 5 years of professional experience;
- proficiency in Italian and English;
- understanding of the potential of AI in communication activities.

#### **5. SELECTION PROCESS**

The Foundation will appoint an Evaluation Committee that will assess candidates on the basis of the submitted curricula vitae and through one or more interviews. Any additional selection methods identified by the Evaluation Committee (such as tests aimed at assessing technical skills and aptitude or motivational aspects) will be communicated to the candidates.

At the end of the selection process, the Committee Coordinator (at the sole discretion of the Committee) will submit to the Dean a shortlist of candidates deemed suitable. On this basis, the Dean (or a delegated representative) will identify the successful candidates. Successful candidates will receive a personal and confidential communication; all other candidates will be informed of the conclusion of the selection process. BBS will publish the names of the successful candidates on its website in compliance with applicable data protection regulations. Selected candidates will be hired, subject to acceptance, within the timeframe indicated in the offer of employment.

Should no suitable candidates be identified or no applications be received, BBS may decide to repeat the selection process or resort to alternative recruitment methods. At its sole discretion, the Foundation may, in the two years following the closure of the selection process, refer to the shortlist of suitable candidates to fill similar positions.

#### **6. APPLICATION PROCEDURE**

To participate in the selection process, candidates must submit:

- their application using the attached form (Annex 1);
- a copy of a valid identification document, indicating reference code 2026D-01;
- a curriculum vitae.

Applications must be submitted by 1:00 p.m. on 16 February 2026. The selection process will in any case remain open until suitable candidates for the required professional profile are identified.

Applications may be submitted through the following channels:

- by email to: [careers@bbs.unibo.it](mailto:careers@bbs.unibo.it)
- by registered mail to: BBS - Via degli Scalini 18 - 40136 Bologna (Italy), for the attention of Irene Battaglia.

Incomplete applications will not be considered.

## **7. PERSONAL DATA PROCESSING**

Pursuant to Legislative Decree 101/2018 and Article 13 of GDPR 679/2016, the Data Controller of the personal data provided by candidates is Fondazione Bologna University Business School, Villa Guastavillani, Via degli Scalini 18, 40136 Bologna (Italy). The data will be collected for the purposes of managing the selection process and will also be processed subsequently, in the event of appointment, for purposes related to the management of the employment relationship.

## **8. MULTIPLYING OPPORTUNITIES TOGETHER**

For information or clarification, Irene Battaglia, Head of the Selection Process, is available at [careers@bbs.unibo.it](mailto:careers@bbs.unibo.it) or by phone at +39 051 2090111.

## **[APPLICATION FORM](#)**

Contact Person:

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