

Job Description

Marketing Coordinator (Maternity Cover)

Context

At INTO City, University of London we provide a range of courses preparing international students for undergraduate and postgraduate study at City University - or at other Colleges and Universities across the UK. Our Centre, at 102 Middlesex St, London, E1 offers excellent teaching and learning facilities right in the heart of the City. We are a team of academic and professional support services colleagues who are committed to providing high quality teaching and learning to our students. We work together to ensure that our students are fully prepared for University level studies and that they have a first class 'all round' experience of study and life in London.

Reporting Line

The post will report to the Head of Recruitment, INTO City, University of London.

Job Purpose

1. To coordinate in-centre marketing activities to generate content aligned with the recruitment strategies of both INTO City, University of London and INTO University Partnerships (IUP).
2. To undertake student engagement activity to generate content to support building the INTO City, University of London brand around provision of a world class student experience.
3. To ensure that marketing and communications are in line with the needs and standards of INTO University Partnerships, City, University of London and INTO City, University of London brand identity (where appropriate).
4. The post holder provides support for all in-centre activities, generating content to build the brand identity of INTO City, University of London with students and influencers worldwide.

Key stakeholders

INTO CITY, UNIVERSITY OF LONDON
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UNITED KINGDOM

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- INTO City, University of London Centre students
- INTO City, University of London Centre Management and staff
- INTO Sales and Marketing staff in Regional Offices and within the Central Marketing Directorate.
- City, University of London staff
- Local Media Partners and Audiences

Key Duties and Accountabilities

1. Organisation and implementation of marketing and communications campaign strategy through in-centre student engagement activities

- To identify and lead in-centre campaigns to engage students and create advocacy
- To ensure student activities are inclusive of all student groups by programme of study and nationality
- To coordinate activities that reflect the quality of teaching and learning – with participation by academic staff as and when required.
- To communicate and engage Regional Offices staff in activities to ensure in-Centre activities are reported back to market
- To engage students in external marketing activity in London and UK as appropriate

2. To develop student and general content to support both online and offline marketing and communications collateral required by the Marketing Directorate to support recruitment objective for INTO City, University of London

- To prepare copy, video and other media content to be utilised by relevant offline and online teams in marketing directorate
- To organise and create student advocacy content in line with central template and identify proactively, student profiles and case studies to support recruitment across key markets
- To check all marketing and communications materials ensuring facts and figures are correct and in line with INTO City, University of London developments
- To ensure information changes on courses, accommodation etcetera are communicated and changed in materials in line with the nature of the media (e.g. immediate for web media and in line with production cycles for print media)
- To provide information and news to support Centre-based public relations for both internal and external purposes

3. To organise and manage visits from key agents, sponsors and influencers on student recruitment into Centre

- To liaise with relevant Marketing Directorate, City, University of London and IUP Regional Office staff on visits of agents and sponsors to ensure a positive experience and welcome and one that is coordinated with our University partner.
- To support local agents in London as required and undertake key visits for relationship management



- To undertake at least one overseas market visit a year

4. To undertake internal communications and relationship building to ensure INTO City, University of London academic and student services staff are aware of marketing and communication priorities

- To identify academics in-centre who will encourage students to undertake innovative and reflective learning that will aid the messaging of the academic student experience at INTO City, University of London
- Engage staff in activities to ensure whole Centre commitment to building the INTO City, University of London student experience
- To engage and inform City, University of London International recruitment staff of activities and seek synergies and participation wherever possible.

5. To support centre marketing planning

- To support annual market planning and monitoring and evaluation activities
- To ensure student uptake of annual and regular student services

Note:

- **Your job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request;**
- **We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.**

Safeguarding

As part of our Safeguarding procedures, applicants are asked to note that:

- References will be followed up;
- All gaps in CVs must be explained satisfactorily;
- Proof of identity and (where applicable) qualifications will be required;
- Reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- Appropriate suitability checks will be required prior to confirmation of appointment.

Salary

Salary Band C £25,222.00 – £32,789.00 per annum, inclusive of London Weighting Allowance, dependent on skills and experience.



Location

Central London, close to Liverpool Street Station. Occasional travel to City University may be required.

This role meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment will be subject to a Disclosure and Barring Service check (DBS) before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

See next page for person specification.



Person Specification

	Essential	Desirable
Legal Status	<ul style="list-style-type: none"> • Appropriate DBS disclosure will be required prior to confirmation of appointment • Eligibility to work and travel freely to and from UK, i.e. valid UK or EC passport or appropriate visa/work permits 	
Education/Qualifications	<ul style="list-style-type: none"> • Undergraduate degree or equivalent in marketing or business related field • Experience of living, working and/or studying overseas 	<ul style="list-style-type: none"> • CIM qualification or equivalent or ability to demonstrate relevant skills through relevant experience • Postgraduate degree in marketing or business related field
Knowledge/Skills	<ul style="list-style-type: none"> • A strong analytical mind and problem solver • Strong sense of initiative and ability to work independently to get things done • Ability to be assertive and constructive when required • Excellent command of written and spoken English • An understanding of marketing and communications and in reaching different target groups in international markets • Ability to communicate, build and manage relationships with peers, senior managers, University stakeholders and Agents • Ability to prioritise, meet deadlines and work under pressure • Ability to deal with challenging customers and stakeholders • Flexibility and willingness to undertake and learn new tasks • Ability to work alone or as part of a team. • Good attention to detail • Strong interpersonal skills and an empathy with students and specifically the needs of international students. 	<ul style="list-style-type: none"> • Understanding and knowledge of challenges of marketing within a UK University • An understanding of UK higher education marketing and the needs and requirements of international students • An interest in other nationalities and cultures • Understanding of international student needs • Use of Salesforce or another similar CRM software • Ability and willingness to travel internationally from time to time • Fluent in Arabic

	<ul style="list-style-type: none">• Good IT skills (Excel, PowerPoint and Word)• Ability to work with clear systems and processes and produce the required management information	
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