



Job description

Quality Assurance Specialist

November 2018

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched 21 partnerships with 19 universities in Europe, North America and Asia. We have enrolled over 50,000 students from 166 countries and now have about 1600 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

Role context

This role supports the global email marketing team in the delivery of student and partner communications to maximise applications and enrolments to our study Centres.

Reporting line

The role reports to the Quality Assurance Manager.

Job purpose

The reviewing and testing of email campaigns and related landing pages for content and copy accuracy, subscriber segmentation and delivery accuracy and communicating all inconsistencies back to the appropriate resource for correction.

Key accountabilities and duties

Role and responsibilities

- Examine and review HTML and plain text emails and related landing pages for copy and content accuracy
- Review email design, build and deployment processes to assure consistent quality of email production, compliance and delivery and communicate all inconsistencies back to the appropriate source
- Understand campaign parameters and inputs, such as campaign journey and frequency, subscriber profiles, personalisation and its creative approach to develop and implement an

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- appropriate and campaign-specific testing process
- Responsible for performing functional testing of the email to confirm accuracy and to isolate and solve issues
- Aid with the set up and configuration across our email and CRM platforms so that accurate segmentation is achieved
- Develop and apply exemplary record keeping, processes and practices

The 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.

Location

The post is based in Brighton. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

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.

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

Please see the next page for person specification...

Person specification

Education and qualifications	Essential	Desirable
Higher Education	<ul style="list-style-type: none"> BA/BS or equivalent in Computer Science, English, Journalism, or related field; or equivalent experience with demonstrated proficiency 	<ul style="list-style-type: none"> Postgraduate degree or equivalent Computer Science, English, Journalism, or related field
Information Technology	<ul style="list-style-type: none"> Good working knowledge in Microsoft Office Excel 	<ul style="list-style-type: none"> Salesforce experience HTML, AMPScript experience Experience using pivot tables
Experience, knowledge & skills	Essential	Desirable
Data Entry / Quality Assurance testing	<ul style="list-style-type: none"> 1-3 years' experience performing data entry and/or execution or writing of test scripts and processes Proof reading experience 	<ul style="list-style-type: none"> Experience working with Salesforce Marketing Cloud or related email software and testing tools such as Litmus Knowledge of HTML or email coding best practices A/B Testing experience
Communication and Project Management skills	<ul style="list-style-type: none"> Ability to organise and prioritise multiple projects and deliver to immutable deadlines Ability to work and deliver within defined systems and processes Strong written and verbal communication and problem-solving skills with an impeccable eye for detail. Methodical and logical approach Ability to build and manage relationships within a fast-paced environment 	
Personal attributes	Essential	Desirable
Flexibility	<ul style="list-style-type: none"> Flexibility and willingness to undertake and learn new tasks 	
Positive attitudes and behaviours— seeks solutions	<ul style="list-style-type: none"> A strong analytical mind – must be a problem solver and offer solutions Strong sense of initiative and ability to work independently to get things done Ability to work alone or as part of a team 	
Legal status	Essential	Desirable
Current Passport / Right to Work	<ul style="list-style-type: none"> Appropriate CRB 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