



Marketing and Communications Manager, Direct Entry

Company background

INTO University Partnerships collaborates with leading universities to provide international students with a personalized and highly supportive learning environment allowing them to acclimate to life on a US university campus and prepare for long-term academic success. Since 2006, INTO has launched partnerships to internationalize universities in the US, United Kingdom and Asia, including Oregon State University, University of South Florida, Colorado State University, Marshall University, George Mason University, Drew University, Saint Louis University, University of Alabama at Birmingham, Washington State University, Suffolk University and Illinois State University.

Reporting line

This position reports to the VP, Marketing, North America.

Job Overview

As a member of the INTO North America team, the Marketing and Communications Manager, Direct Entry develops print and digital marketing materials to promote the Direct Entry programs available at the university partnerships. This position has primary responsibility for managing marketing projects that support student recruitment, education counselor training and enrollment goals while serving as the primary marketing contact to our Direct Entry partners.

Key accountabilities and duties

This is a role in a growing, dynamic organization so responsibilities of the position may change and develop over time, but will include the following:

- Create an annual marketing plan and a marketing calendar for the production of Direct Entry materials (print, digital) and track deadlines and delivery dates.
- Manage and produce print and digital marketing materials for Direct Entry programs and partners, including but not limited to brochures, flyers and other print collateral; email campaigns, student testimonials; videos; web pages and blog posts.
- Identify and manage appropriate university resources to support timely and accurate completion of the above-mentioned items.
- Work in partnership with the US and the global marketing teams on the design and production of the items mentioned above and the timely and accurate launch of digital activities including website content and email campaigns.
- Manage review process and secure approvals from university stakeholders for all marketing deliverables.
- Interview current international students and produce testimonials in PDF and/or video format

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- Obtain existing university videos and/or produce new footage featuring student testimonials, teacher testimonials, campus and community spotlights, etc.
- Create materials and tools to drive recruitment and enrollment targets, in partnership with the INTO North America marketing team
- Serve as primary project manager for new Direct Entry partnership launches
- Work closely with recruitment and admissions teams to ensure that accurate information about programs, requirements and processes are developed and communicated.
- Manage additional INTO Marketing and Communications central projects as assigned.
- Such other duties, as required from time to time, as commensurate with the role and the needs of the business.

Location

This position is based at INTO North America's headquarters in San Diego, CA. Travel across the US as well as occasionally, internationally, is necessary and flexibility is required to meet the demands, including work outside normal operating hours.

Qualifications and Experience

Essential:

- Bachelor's degree in marketing, communications or related field
- Minimum of five years professional marketing and communications experience, specifically in international education
- Minimum of three years of professional experiencing presenting to C level executives
- Ability to deploy and manage resources effectively with initiative, priority and time management
- Ability to maintain sound judgment and decision-making even when under pressure
- Comprehensive knowledge of grammar and writing, information gathering via the Internet and other sources and fact checking
- Knowledge and experience using marketing automation, CRM, CMS and email campaign platforms
- Exceptional written and oral communications, research, spelling, grammar and proofreading with a thorough understanding of AP grammar style
- Expertise using MS Word, Excel, PowerPoint and Outlook and the Mac-platform
- Demonstrated ability to present complex and data-centric topics to lay audiences
- Excellent interpersonal skills, with an ability to build relationships across multiple university partners, regions and continents
- Demonstrated experience writing about higher education is highly preferred
- Passion for international education, working collaboratively and openly, building solid professional relationships and upholding brand standards
- Resourceful, creative and able to meet all deadlines
- Demonstrated project management experience, organizational skills and attention to detail
- Ability to work independently, multitask and prioritize a high volume of projects and tasks at one time



Desirable:

- Ability and confidence to take an idea and see it through from concept to completion
- Willingness and ability to innovate as needs and conditions change
- High energy level and ability to thrive in a fast-paced environment
- Hands-on approach to customer service and business growth
- Sense of humor, flexibility and an ongoing curiosity to learn about international higher education

How to Apply

To be considered for this position, please follow the link below to submit your cover letter and resume:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&jobId=48772&lang=en_US&source=CC2&cclid=19000101_000001

Application Deadline: January 11, 2018

INTO University Partnerships provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. INTO University Partnerships complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities.