

## Director of Marketing and Recruitment – INTO USF

### Company background

INTO University Partnerships, (INTO) a large, privately owned corporation with a powerful, worldwide presence in the international student recruitment field collaborates with leading universities to provide international students with a personalized and highly supportive learning environment in which to acclimatize 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, UK and Asia, including Oregon State University, University of South Florida, Colorado State University, Marshall University, Drew University, George Mason University, Saint Louis University, the University of Alabama at Birmingham, Washington State University, Suffolk University, and Illinois State University.

### Job overview

The Director of Marketing and Recruitment will lead the strategic planning for and execution of an international recruitment and marketing plan to drive international student enrollment to the INTO University of South Florida (USF) programs and University of South Florida degree seeking programs. The incumbent must develop and execute a comprehensive recruitment and marketing plan targeted at building brand recognition in key markets across the world thereby driving demand from students seeking educational experiences in the U.S.

The key metrics of success for this role will be measured by meeting the international enrollment targets developed through the INTO USF partnership. This position will utilize an extensive network of on- and off-campus resources including alumni, government organizations, institutional partners, key faculty contacts, INTO's global recruitment network as well as INTO regional offices to assist in this effort. This position will work closely with the University's Office of International Admissions; the INTO USF Center Executive Director; and the INTO North America recruitment leadership to develop the strategy and to drive recruitment of international students.

The ideal individual for this role must be highly driven, a dynamic presenter, and focused on excellence. INTO USF is one of the largest and most successful INTO centers in North America. It is expected that the incumbent will be self-motivated, highly collaborative, and an innovative professional that is focused on furthering and surpassing the already high standards set at INTO USF

### Reporting line

The Director of Marketing and Recruitment reports directly to the Center Executive Director of INTO USF with functional reporting to INTO North America Recruitment leadership.

### Key accountabilities and duties

This role is in a growing, dynamic organization so responsibilities of the position may change and develop over time. The duties will include the following but are not limited to:

- Lead on the development a comprehensive, strategic, global recruitment and marketing plan, which includes print media, website, social media, participation in global recruitment activities such as exhibitions, seminars, alumni events, etc. to build the INTO USF brand globally and drive international enrolments across all its programs

- Lead on the development of INTO USF incentives and scholarship strategy in conjunction with INTO North America's Recruitment team to ensure that enrollment targets are being met
- Responsible for the overall management of recruitment and marketing staff at INTO USF. Manage and oversee the annual brochure production process to ensure accuracy in representing INTO USF and university programs and services.
- Oversee the INTO USF annual marketing and recruitment budget and provide regular reports showing progress against recruitment goals. manage and help to appoint INTO USF in-country staff
- Develop the online and offline INTO USF marketing materials
- Develop a comprehensive plan for the INTO USF website in collaboration with INTO North America's Marketing team to support recruitment
- Establish country-by-country strategies in coordination with INTO regional offices and INTO USF staff to reach recruitment goals in particular countries and regions
- Travel extensively throughout the world to promote USF and its academic and language programs. Support recruitment efforts by INTO University Partnership's regional offices.
- Cultivate and maintain solid, loyal relationships with US-focused recruitment channels, including education agents, government organizations, sponsoring organizations, feeder institutions, articulation partners, etc.
- Work closely with the INTO USF Program managers and USF Admissions team, to ensure that accurate information about programs, requirements, and admissions processes are communicated to potential applicants, INTO regional marketing offices and in market representatives
- Provide on-going training, support, and detailed program knowledge to external marketing and recruitment partners. Support global partners at promotional events in order to accurately represent INTO USF program offerings
- Collaborate with INTO North America's Marketing Communications staff and Recruitment Directors in the development of recruitment marketing materials and tools to drive enrolment to INTO USF programs
- Identify new product opportunities
- Develop best practices for INTO USF international recruitment and actively work to promote a diverse international student population at our partner institutions
- Maintain an understanding of competition and consistently provide feedback for improvement in market position
- Other duties as assigned

## Location

This position is located at the University of South Florida in Tampa, Florida.

## Salary

Commensurate with experience, plus full benefits package.

## Qualifications

### Essential:

- Bachelor's degree, preferably in marketing, communications, business international relations, or related area
- At least 5 years' experience recruiting international students to attend academic and/or other programs in a US setting
- Experience working in a university setting
- Experience developing and implementing a high-level recruitment and marketing plan, including a creative communication plan for recruitment follow-up and conversion efforts
- Demonstrated administrative experience, including in budget and financial management processes, public relations, strategic planning, policy formation, and supervision
- Demonstrated excellence in management, including the ability to foster and coordinate the capabilities of a wide range of people and units
- Ability to think thoroughly and critically in fast-paced contexts

- Ability to collaborate with stakeholders from local, national, and international constituencies
- Eligibility to work in and travel freely to and from the U.S.

**Desirable:**

- Master's Degree
- Experience living, working, or studying outside of the U.S.
- Experience with Sales Force or equivalent CRM/database system
- Bi-lingual – English and other language
- Demonstrated commitment to advancing diversity and equity, with particular emphasis on gender and multicultural issues

## Skills and Abilities

- Ability to foster collaboration and trust, work collegially, and inspire others to high levels of performance
- Superior interpersonal and communication skills, including excellent ability to communicate with people from a wide variety of cultures and linguistic backgrounds

## How to apply

To be considered for this position, please click on the following link to submit your cover letter and resume:

[https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&jobId=48136&lang=en\\_US&source=CC2&cclId=19000101\\_000001](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&jobId=48136&lang=en_US&source=CC2&cclId=19000101_000001)

Application Deadline: January 21, 2019

**INTO USF and 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 USF and INTO University Partnerships complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities.**