

Marketing and Communications Specialist

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, Illinois State University and Hofstra University.

Job overview

As a member of the INTO North America team, the Marketing and Communications Specialist for INTO JV develops print materials and digital content to promote the university and drive student recruitment from global markets to INTO. This position will manage, organize and implement a wide range of projects/ activities/tactics primarily focused on those defined in the recruitment and marketing plan that support student recruitment, education counselor training and enrollment goals. The successful candidate also will be responsible for general center marketing and communications activities, including events planning and center visits from agents and prospective students. The candidate is expected to work both independently and creatively as well as collaboratively with all stakeholders to achieve goals.

The Marketing and Communications Specialist will be responsible for generating content for the following audiences:

- INTO Regional Offices
- International educational counselors (agents)
- USF University constituents
- INTO North America Senior Management
- INTO Board
- Local Media Partners and Audiences
- Center students and staff

Reporting line

This position will report directly to the Director of Marketing and Recruitment at INTO USF, with a functional responsibility to the Director of Marketing and Communications, North America, based in San Diego, California. The incumbent will work closely with the Executive Director at INTO USF to identify and prioritize the marketing needs of the center.

Key accountabilities and duties

This is a valued role 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:

Marketing Content Development:

- Exercise creative judgement in developing and organizing print and digital content that promote enrolment growth initiatives in (University) and INTO USF programs in collaboration with centre recruitment staff. These materials include but are not limited to: brochures, flyers and other print collateral; video content, student testimonials; website content and social media posts, Powerpoint presentations and student pre-arrival communications.
- Author and produce engaging, student facing content, including but not limited to student, staff and faculty testimonials distributed through various marketing channels (print, video, social media)
- Supervise, coordinate and conduct photo and video shoots on university campus.
- Serve as liaison between center leadership and other key university stakeholders (VP Enrolment, Provost, Chief Communications Officer) for the INTO North America marketing team for the review and approval for all marketing and communications materials.
- Work in partnership with the INTO North America marketing team on the production of the above-mentioned items.

Recruitment and Events Planning:

- Serve as the lead events planner organizing various recruiting and marketing focused on-campus events that promote the university and INTO USF programs. Supervise administrative staff in this capacity.
- Travel domestically and internationally to promote INTO USF (approximately 10%) and its academic, pathway and language programs.
- Management of logistics and activity for large scale familiarization trip events (one week-long on campus events promoting the JV to international audiences of recruiters and educational counselors).

Resources and Project Management:

- Identify and manage appropriate INTO and university resources to support timely and accurate execution of all marketing projects and initiatives, as directed by INTO North America marketing team.
- Develop and implement an annual marketing collateral and content calendar for INTO USF.
- In collaboration with Director of Marketing Recruitment develop and manage center marketing budget.
- Select, produce, order, track and ship merchandise needs for events.
- Identify and contract with local vendors for print, merchandise, special events and other materials.
- Management of student interns and other temporary resources, when and if applicable.
- Coordinate additional INTO Marketing and Communications projects as assigned.

Other duties as assigned.

Travel

Domestic and international travel are required to meet the demands of this position and may include working outside normal operating hours.

Location

This position is based at the University of South Florida, Tampa, FL. INTO USF is an independent employer housed on the USF campus.

Salary

\$45,000, plus full benefits package

All employees are paid directly by INTO USF and as such are not considered USF employees

Qualifications

Minimum:

- Minimum of three years professional marketing and communications experience, with evidence of creative production skills and public relations experience
- Bachelor's degree in marketing, business, English, journalism, communications or related field
- Comprehensive knowledge of grammar and writing, information gathering via the Internet and other sources and fact checking

- Exceptional written and oral communications, research, spelling, grammar and proofreading with a thorough understanding of AP grammar style
- Experience using MS Office and Adobe Creative Suite to produce marketing materials from existing templates
- Demonstrated ability with video production and photography.
- Demonstrated ability to communicate complex and data-centric topics to international lay audiences
- Experience with events planning, from concept through completion
- Superior interpersonal skills
- Commitment to building relationships with potential students, students, peers, senior managers, university stakeholders and external vendors
- Demonstrated experience writing about higher education
- High level of sensitivity to cultural differences and awareness of global perspectives
- Passion for international education, working collaboratively and upholding brand standards
- Resourceful, creative and able to meet deadlines
- Exceptional organizational skills and attention to detail
- 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
- Eligible to work in the U.S., no relocation provided

Desirable:

- Experience studying abroad or working with international students
- Understanding of the creative development and production process
- Familiarity with website content management systems
- Experience managing projects, events and logistics
- Familiarity with email marketing
- High energy level and ability to thrive in a fast-paced environment
- Hands-on approach to customer service and business growth
- Experience working in higher education, or an international higher education partner
- Sense of humor, flexibility and an ongoing curiosity to learn about international higher education
- Proficiency in a second language other than English

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&cclid=19000101_000001&jobId=49499&source=CC2&lang=en_US

Application Deadline: May 24, 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.