



Assistant Director, Content Marketing

North America

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 26 universities in the US, United Kingdom and Asia, including our US partners 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, Illinois State University and Hofstra University.

Reporting Line

As a member of INTO North America's marketing and communications team, the Assistant Director, Content Marketing reports to and works with Vice President, Marketing, North America to promote awareness of INTO, drive enrollments for its university partners and articulate regional and global priorities to internal and external audiences.

Job Overview

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

Under general supervision, the manager will:

- Manage a team of Content Editors and Web Editors to update printed and digital marketing materials for INTO centers and university partners across the US; including brochures, flyers, social media, email campaigns and web content
- Oversee the North America messaging platform, working collaboratively with the university partners, INTO center staff and global colleagues and upholding global brand standards and ensuring regular review to ensure relevancy to key stakeholders
- Drive content and messaging needs for student recruitment and enrollment, agent training, public relations and internal communications efforts for print, web, social media and internal portals, with an eye to consistency, relevancy and timeliness
- Develop and manage North America regional communications plan, including ownership of a North America editorial calendar
- Working in partnership with the Assistant Director, Design and the production team, formalize internal processes for content workflow
- Work closely with international counterparts and other departments on global initiatives including regionally specific marketing campaigns, IT development projects, and new partner launches
- Assign, track and edit feature articles, academic program content and other marcom projects to INTO North America staff, university partner center staff and global colleagues
- Collaborate with internal departments to expand current marketing efforts and identify new opportunities that support and drive organizational goals
- Manage third-party vendor relationships
- Advise and train INTO North America staff, university partner center staff and global colleagues on marketing related items
- Hire, train, supervise and review assigned staff
- Other duties as assigned



Qualifications and Experience

Essential:

- Minimum 5 years of professional marketing and communications experience, with evidence of successfully managing the content production of print material and editorial calendars
- Experience working with a CMS and managing the content production of web content
- Minimum of three years of experience in managing complex lead nurturing and conversion email marketing campaigns, as well as tracking and reporting on email marketing ROI
- Exceptional written and oral communications, research, spelling, grammar and proofreading with a thorough understanding of AP grammar style
- Demonstrated ability to communicate complex and data-centric topics to international lay audiences
- Experience in successfully managing large scale projects, multiple ongoing deliverables, teams and/or vendors
- Experience in successfully building relationships with potential students, current students, peers, senior managers, university stakeholders and external vendors
- Demonstrated experience writing about higher education
- Experience using customer relationship management tools, data segmentation and data manipulation to create custom, personalized communications
- Excellent interpersonal skills and experience presenting to various institutional audiences on marketing campaign results and ROI
- High level of sensitivity to cultural differences and awareness of global perspectives
- Experience working in higher education or in international education
- Passion for international education, working collaboratively and openly, building solid professional relationships and upholding brand standards
- Resourceful, creative decision making and ability to consistently meet deadlines
- Ability to thrive in a fast-paced environment
- 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
- Bachelor's degree in English, journalism, communications, marketing or related field

Desired:

- Experience managing social media campaigns and social media editorial calendars.
- Experience writing content for websites and digital campaigns
- Experience or interest in editing video/multimedia content
- Media relations or newswriting experience for external and internal audiences

Location

This position is located in INTO North America's headquarters office in Downtown San Diego, California.

Travel

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Limited domestic and international travel may be required to meet the demands of this position and may include working outside normal operating hours.

Salary

Commensurate with experience. Relocation is not provided for this position.

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.

How to Apply

To be considered for this position, please click 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=49717&lang=en_US&source=CC2&cclid=19000101_000001

Application Deadline: February 8, 2019

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.

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