

# Marketing and Communications Specialist

## Company background

INTO Washington State University (INTO WSU) is a joint venture between Washington State University and INTO University Partnerships. INTO WSU's unique programs for international students provide tailored academic and English language instruction coupled with a highly supportive learning environment that supports adjustment to life in the U.S. and long-term academic success.

Washington State University is an innovative, entrepreneurial institution with national distinction in both academics and research. Rooted in WSU's diversity is a campus culture that is both rewarding and exciting, work that is meaningful, and opportunities to both collaborate and create. INTO is an organization working in partnership with leading universities and investing in the development of world class international student centers. Each INTO center is managed by a board in which INTO and the partner university are equal shareholders. Since 2006, INTO has successfully launched partnerships with universities in the United Kingdom, United States and Asia.

## Job overview

The Marketing and Communications Specialist will be responsible for developing and coordinating marketing and communications to build awareness of the university and drive student recruitment from global markets to INTO WSU.

The Specialist plays an integral role on the INTO WSU Marketing and Recruitment team and will supervise the Marketing Communication Assistant (if available) and a team of student staff. This position will develop internal and external marketing plans in coordination with the ADMR and other staff and implement these by creating, organizing, and producing a wide range of activities, tactics, content and materials to meet the objectives set in the annual marketing plan as well as to address emerging needs. These materials and content will include print, web and social media content as well as event materials and promotional items and these products will support both marketing and recruitment efforts.

The Specialist will be responsible for generating content, in partnership with INTO North America, for the following audiences:

- INTO WSU students and staff
- INTO Senior Management
- INTO WSU JV Board
- INTO Sales and Marketing Staff in Regional Offices
- Educational counselors (agents)
- Washington State University audiences, and
- Local Media Partners and Audiences

## Reporting line

Reports directly to the INTO WSU Assistant Director, Marketing and Recruitment (ADMR) with strong functional reporting line to the VP, Marketing & Communications for INTO North America, based in San Diego.

## Essential Duties and Responsibilities

### Marketing and Communication

- Develop and maintain a strategic external communications plan in coordination with ADMR and INTO staff to manage INTO WSU content across all channels for student recruitment needs and ongoing student engagement activities

- Build a knowledge base about region-specific needs and be resourceful and innovative in targeting markets.
- Analyze metrics from recruitment website and social media channels as distributed from the INTO North America digital marketing and communications team to maximize reach and engagement.
- Stay up-to-date on trends in international student recruitment, digital marketing and student engagement to enhance the INTO WSU reputation and increase student enrollment.
- Regularly author and post new content in social media channels; create new content for print, email and web channels

#### **Recruitment Support**

- Manage INTO WSU promotional item purchase and distribution in support of recruitment activities.
- Assist and participate in organizing and managing visits from key agents, sponsors, and other parties.
- Host webinars for educational counselors and regional staff to learn about INTO WSU programs and updates as directed.
- Recruit new students by travelling internationally to promote Washington University and its academic and language programs (occasional).

#### **Project Management**

- Communicate timeline and workload with various stakeholders to ensure a balance of priorities when managing multiple deadlines.
- Support the development of the annual INTO WSU printed collateral (e.g. brochure suite) by acting as liaison between INTO WSU center leadership staff, key university stakeholder and INTO North America.
- Supervise Marketing Communication Assistant ensuring the development and organization of print, video, and web content
- Recruit, hire, and supervise student workers for marketing and communication internships and practicums for mutual benefit to INTO WSU and students' academic programs and career goals

#### **INTO WSU Center branding integration**

- Ensure that all INTO WSU Center materials (academic, student services and administrative) adhere to high-quality brand guidelines and that all uses of the INTO WSU logo are within these guidelines

#### **Other duties as assigned**

## **Required Qualifications**

#### **Knowledge, skills, and abilities**

- Exceptional written and oral communications, research, spelling, grammar and proofreading with experience using AP grammar style
- Exceptional presentation and public speaking skills
- Resourceful and innovative in creating new opportunities to engage with student audiences
- Highly detailed with strong project management skills
- A self-starter who is comfortable working independently with limited supervision and direction
- Ability to communicate effectively with diverse audiences and through language and cultural barriers
- Ability to build relationships with peers, senior managers, university stakeholders and external vendors
- High level of sensitivity to cultural differences and awareness of global perspectives
- Flexibility in the workplace and understanding that change is a certainty
- Understanding/knowledge of working in a university or education environment
- Eligibility to work in and travel freely to and from the U.S., no relocation provided
- Passion for international education, working collaboratively and upholding brand standards
- Resourceful, creative and able to meet deadlines
- Exceptional organizational skills and attention to detail

#### **Education**

- Bachelor's degree in English, journalism, marketing, advertising, communications, or a related field (or equivalent combination of education and experiences which will be considered in lieu of degree).

#### **Experience**

- Minimum 2 years of experience on a marketing or communications team or in an advertising or public relations agency
- Proficiency in PowerPoint and other Microsoft Office applications
- Experience with the Adobe Creative Suite (particularly InDesign) to produce marketing materials from existing templates
- Working knowledge of web analytics (Google Analytics), search engine optimization and social media

### Preferred Qualifications

- Three to five years' experience on a marketing or communications team or in an advertising or public relations agency
- Experience working in higher education and/or studying abroad
- Understanding of the creative development and production process
- Experience with video making, photography or graphic design
- Familiarity with website content management systems
- Familiarity with project management software
- Familiarity with email marketing platforms
- Experience with writing for marketing purposes, journalism and/or copyediting
- Proficiency in a second language other than English

### Location

This position is based at the Washington State University, Pullman campus. Candidates must be eligible to work in the U.S., no sponsorship is offered.

### Salary

Commensurate with experience, plus full benefits package.

### How To Apply

To be considered for this position, please click 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&cclid=19000101\\_000001&jobId=51465&source=CC2&lang=en\\_US](https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&cclid=19000101_000001&jobId=51465&source=CC2&lang=en_US)

Application Deadline: May 3, 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.**