

Job advert

Marketing Coordinator

INTO Manchester

Context

INTO is an organisation working in partnership with leading UK and US universities and investing in the development of world-class student study centres. It specialises in preparing international students for undergraduate and postgraduate study with both academic and English language support. Our Centres guarantee progression to leading UK and US undergraduate and postgraduate courses. INTO Manchester is a wholly owned INTO University Partnerships venture.

The Role

We are currently recruiting for the post of a full time Marketing Coordinator at INTO Manchester to join our Recruitment & Marketing Team.

The Marketing Coordinator will be responsible for capturing the student engagement and advocacy activities for INTO Manchester, to underpin the overall marketing and communications strategy and brand development of the Centre. The role will provide the content to support locally and centrally driven marketing, will be line managed by the Head of Recruitment with key accountability to the Centre Director, and support the Centre's recruitment and marketing objectives as agreed between the Centre and global recruitment and marketing functions of INTO. This post will involve participating in a variety of marketing-related activities which will have a direct impact on the way that INTO Manchester is represented in the UK and Internationally.

This role will involve working closely with colleagues across INTO and our university partners on a variety of projects throughout

Part of the role will be to convert positive in-Centre student experiences and feedback to support centrally developed marketing and communications by the Marketing Directorate, to support the marketing and promotion of the Centre. The post will be seen as central to student life and provide authenticity in the marketing and communications content of INTO as it seeks to build its Centre brands around student advocacy.

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The post will lead the operational activity to support marketing and communication to student and related audiences, in support of Corporate, Centre and Product sales and marketing plans. Marketing activities involved in this role will involve using a range of mediums to meet the needs of the marketing brief. These mediums could extend to photography/photo editing, basic filming/video editing, and using a content management system to produce a range of digital/social media marketing, print collateral and materials for presentations.

Application Process

To apply, please send your CV with a covering letter explaining your interest and suitability for this role to hrmanchester@intoglobal.com.

For further details and the job description, please visit our website at <http://www.into-corporate.com/jobs>

The closing date for applications is **19th September 2019**

Salary

Band C: £22767 - £29,597pa.

Safeguarding

As part of our Safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. All applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

For further details and a full job description see <http://www.intohigher.com/jobs>

INTO is an equal opportunities employer.

INTO is committed to safeguarding and promoting the welfare of young people, and child protection screening will apply.

www.into.uk.com

INTO Giving is the charitable arm of INTO University Partnerships and is committed to increasing access to education and improving the quality of education for disadvantaged young people around the world. INTO employees are encouraged to take an active role in INTO Giving.

To find out more please visit www.into-giving.com.