

Job description

21 August 2019

Marketing Officer

Permanent, Full-time

Context

INTO University Partnerships works with leading UK, US and Chinese universities, investing in the development of world-class international student centres. With a clear focus on and commitment to the delivery of the highest quality of student experience, we specialise in preparing students for undergraduate and postgraduate study at partner institutions and other leading universities in the UK and beyond, and in providing industry-leading English language courses. INTO Manchester is a wholly owned INTO University Partnerships venture.

Reporting Line

The post is line managed by the Assistant Director, Recruitment.

Job Purpose

- To contribute towards the achievement of the centre's recruitment goals
- To facilitate delivery of the core marketing content

Key duties and responsibilities

The following tasks provide a general overview of the types of activity, the candidate will be expected to engage in or oversee on a day-to-day basis. The tasks are not intended to be an exhaustive list of responsibilities as all employees are required to be flexible, dynamic and have the capacity to think creatively when presented with challenges.

- Complete and maintain the Centre's integrated marketing content calendar in accordance the Centre's recruitment plan;
- To plan, coordinate delivery of and where required/agreed produce material for the marketing content calendar;
Examples of this include but are not limited to: student case testimonial, video profiles, academic interviews, photo shoots, blog posts, news articles and social media content.
- Coordinating production of centrally produced marketing and communications materials;
- Provide appropriate guidance and support on the use of corporate branding;

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- To manage and maintain the Centre's social media channels;
- Maintain and update the recruitment and student facing mobile apps;
- Support on going marketing planning, monitoring and evaluation of activities;
- Record and catalogue all marketing content produced in Asset-Bank;
- Raise awareness of Centre's activities with regional office and central marketing;
- To act as a brand ambassador for the Centre with University partners and external stakeholders;
- Attend and participate in the MO Forum;
- Coordinate and host inward centre visits;
- Coordinate and facilitate outward visits for centre colleagues;
- Advise agents, students and parents on available and appropriate study options prior to student arrival;
- When required travel within the UK and internationally to support the Centre's recruitment;
- Set up and monitor effectiveness of visits using Sales Force;
- Actively engage in continued professional development to support outputs of the job role.

Location

INTO Manchester Centre

Salary

Salary Band C - £22767 - £29597pa.

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 Serviced check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

See next page for person specification.

Person Specification

	Essential	Desirable
Legal Status	<ul style="list-style-type: none"> • Appropriate DBS disclosure will be required prior to confirmation of appointment • Eligibility to work and travel freely to and from UK, e.g. valid UK or EC passport or appropriate visa/work permits 	
Education/Qualifications	<ul style="list-style-type: none"> • Graduate degree or relevant experience 	<ul style="list-style-type: none"> • Postgraduate or professional marketing qualification • Experience of living, working and/or studying overseas
Knowledge/Skills	<ul style="list-style-type: none"> • Excellent command of written and spoken English with the ability to write for and present to different audiences. • Strong interpersonal skills and an empathy with students and specifically the needs of international students • A strong analytical mind and problem solver • Strong sense of initiative and ability to work independently to get things done • An understanding of marketing and communications and in reaching different target groups in international markets • Ability to be assertive and constructive when required • Ability to communicate, build and manage relationships with peers, senior managers, University stakeholders and Agents • Ability to prioritise, meet deadlines and work under pressure • Ability to deal with challenging customers and stakeholders • Flexibility and willingness to undertake and learn new tasks • Ability to work alone or as part of a team. • Good attention to detail • Good IT skills (Excel, PowerPoint and Word) • Ability to work with clear systems and processes and produce the required management information • Understanding of digital platforms 	<ul style="list-style-type: none"> • An understanding of UK higher education marketing • An interest in other nationalities and cultures • Understanding of international student needs • Use of Salesforce or CRM tool • Ability and willingness to travel internationally from time to time • Photographic skills • Familiarity with Apple Mac systems • Experience of using creative software programmes such as the Adobe Creative Suite (Photoshop, InDesign) and Final Cut Pro. • Experience of producing video content for marketing purposes