



# Job advert

## Campaign Copywriter

### Context

**INTO's mission:**

***Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.***

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched 24 partnerships with universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have about 1700 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far

### Requirements

The successful applicant will be educated to degree level or equivalent with experience as a successful copywriter. You'll have refined and polished your listening, research and writing skills to the point your work needs very little iteration – you understand the brief, the product, the message and customer experience to be able to create compelling copy that engages our audience and drives student enrolments. You'll be able to manage and prioritise multiple projects and deadlines at once and most importantly deliver on time.

You must be comfortable working in a collaborative team yet able to work independently when appropriate. If you have a passion for marketing, creative, experience with content delivery across multiple channels with a positive can-do attitude then you could be the person we're looking for.

What will make you the ideal candidate? Experience producing copy throughout the customer journey that successfully merges creative with data to truly demonstrate an understanding of the customer.

### Salary

Band C £22,767 to £26,000. Please state salary expectations in cover letter.

### Application process

Please refer to the job description for this post for the necessary skills and experience required. Send your CV along with a covering letter stating why you are suitable for the role and where you saw it advertised to: Matt Webster **via email to:** [HQ.career@intoglobal.com](mailto:HQ.career@intoglobal.com)

**The closing date for applications is 13<sup>th</sup> September 2019**

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## 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 may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, 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, a full job description and a copy of our Candidate Privacy Notice see <https://intoglobal.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.

<http://www.intoglobal.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](http://www.into-giving.com).