



# Job description

## CAMPAIGN COPYWRITER

August 2019

### Company 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

### Role context

This role supports the global email marketing team in the delivery of student and partner communications to maximise applications and enrolments to our study Centres and partner universities.

### Reporting line

The role reports to the Global Email Marketing Manager

### Job purpose

Primarily responsible for writing copy that connects with our customers to drive customer awareness and engagement with the INTO brand and our partner universities in the delivery of a world-class customer experience. You will achieve this through the delivery of short form copy and storytelling across email and SMS channels throughout the customer journey. Content and messaging must demonstrate a true understanding of the customer therefore you must be comfortable using data and analytics to inform content strategy.

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## Key accountabilities and duties

### Role and responsibilities

- To write and produce email and SMS copy to support the delivery and execution of automated marketing campaigns
- Create exceptional copy and content that is relevant to its respective audience to maximise conversion and drive enrolments
- Populate email templates using email editor tools
- Develop and maintain the campaign content library ensuring copy and assets are kept up to date
- Research, source, collect and repurpose content optimising for the relevant channel, follows best practice and is appropriate for an international market and audience
- To liaise with internal stakeholders throughout the INTO network to ensure copy is produced in native language and supports our localisation strategies
- To adopt and develop a data-informed content strategy
- To work closely with other channel managers and the content production team to ensure campaigns and tactics are aligned and deliver a consistent message
- To check all marketing and communications materials to ensure facts and figures are correct and in line with the INTO Centre's recruitment objectives
- Ensure company brand, tone and voice and style guidelines are adhered to at all times
- Develop and apply exemplary record keeping, processes and practices
- Such other duties, as may from time to time be required, as commensurate with the role and the needs of the business

**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.**

## Location

The post is based in Brighton. Travel within the UK and abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

## 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.**

Please see the next page for person specification...

## Person specification

Education and qualifications	Essential	Desirable
Education	<ul style="list-style-type: none"> <li>Bachelor's degree in English, journalism, communications or related field</li> </ul>	<ul style="list-style-type: none"> <li>Postgraduate degree English, journalism, communications or related field</li> </ul>
Information Technology	<ul style="list-style-type: none"> <li>Expert IT skills (Excel, PowerPoint and Word)</li> <li>Knowledge of email or automated marketing software and asset management tools</li> </ul>	<ul style="list-style-type: none"> <li>Experience working with Salesforce Marketing Cloud or related email software and testing tools such as Litmus</li> <li>Knowledge of HTML or email coding best practices</li> </ul>
Experience, knowledge & skills	Essential	Desirable
Marketing / channel management	<ul style="list-style-type: none"> <li>Experience as a B2C copywriter or editor</li> <li>Evidence of past experience in creation of copy across multiple media channels</li> <li>A strong understanding of marketing and branding principles</li> <li>A solid understanding of the digital marketing landscape and channel integration</li> </ul>	<ul style="list-style-type: none"> <li>CIM qualification or equivalent</li> <li>Creative writing certification</li> <li>Experience in optimising content for email</li> <li>Understanding of email metrics and best practices</li> <li>Proven track record in the creation and deployment of email marketing campaigns</li> <li>A/B Testing experience</li> <li>Proficiency with Adobe Creative Suite</li> </ul>
Communication skills	<ul style="list-style-type: none"> <li>Excellent command of written and spoken English</li> <li>Articulate and creative</li> <li>Ability to build strong long-term relationships</li> <li>Interaction with other people is aimed at understanding, supporting and/or influencing them</li> </ul>	<ul style="list-style-type: none"> <li>Proof reading experience</li> <li>Demonstrated experience writing in the higher education sector</li> </ul>
Project management	<ul style="list-style-type: none"> <li>Ability to prioritise and deliver to immutable deadlines</li> <li>Excellent attention to detail</li> <li>Ability to work and deliver within defined systems and processes</li> </ul>	<ul style="list-style-type: none"> <li>Ability and confidence to take an idea and see it through from concept to completion</li> </ul>
Customer focus	<ul style="list-style-type: none"> <li>Strong interpersonal skills and an empathy with the needs of international students</li> </ul>	<ul style="list-style-type: none"> <li>An understanding of UK or US higher education</li> </ul>
Cultural awareness	<ul style="list-style-type: none"> <li>An understanding of marketing and communicating with international markets and audiences</li> </ul>	<ul style="list-style-type: none"> <li>Experience of living, working and/or studying overseas</li> </ul>
Personal attributes	Essential	Desirable
Flexibility	<ul style="list-style-type: none"> <li>Flexibility and willingness to undertake and learn new tasks</li> <li>Although a Monday to Friday role, there may well be some</li> </ul>	<ul style="list-style-type: none"> <li>Ability and willingness to travel internationally from time to time.</li> </ul>

	out of hours and weekend working to meet the demands of the business	
Positive attitudes and behaviours—seeks solutions	<ul style="list-style-type: none"> <li>• Must be a problem solver and offer solutions</li> <li>• Strong sense of initiative and ability to work independently or as part of a team to get things done</li> <li>• Ability to deal with challenging customers and stakeholders</li> <li>• Ability to be assertive and constructive when required</li> </ul>	
<b>Legal status</b>	<ul style="list-style-type: none"> <li>• <b>Essential</b></li> </ul>	<b>Desirable</b>
Current Passport to enable world travel	<ul style="list-style-type: none"> <li>• Appropriate CRB disclosure will be required prior to confirmation of appointment</li> <li>• Eligibility to work and travel freely to and from UK, i.e. valid UK or EC passport or appropriate visa/work permits</li> </ul>	