

Job Description

Please complete all accessible boxes and refer to the guidance on writing Job Descriptions

Position Details	
Faculty/Directorate	External Relations
School/Department	International Office
Team	International Recruitment and Marketing Team
Job Title	International Recruitment and Marketing Officer
Grade	7
Hours of Work	35 hour per week
Contract Duration (Perm/Fixed Term)	Permanent
Reports To (Job Title)	Regional Development Manager with matrix management structure – dotted line to Recruitment Marketing Manager
Responsible For (Job Title)	Student ambassadors and other temporary members of staff as required

Principal Accountabilities
<p>To support the implementation of the Internationalisation Strategy and advance the profile and reputation of the University overseas, through a wide range of recruitment and recruitment marketing activities to contribute to and support the achievement of international student recruitment.</p> <p>To manage and deliver multi-channel marketing campaigns, the production and maintenance of promotional materials, and the coordination of digital-based conversion activity for prospective international students.</p>

Key Tasks

Marketing

Manage and develop the production of International Office marketing materials, in line with corporate identity and brand guidelines and ensuring high quality materials appropriate for international markets; development will incorporate copywriting, design direction and sourcing and managing contracts with external suppliers.

Lead international digital marketing campaigns to include, but not limited to, search engine optimisation, pay per click and digital display.

Develop and implement an integrated international social media strategy to support and enhance international student recruitment.

Manage a marketing budget, taking full ownership of this and providing accountability and ownership – demonstrating regular evidence of marketing performance and return on investment for marketing spend.

Take responsibility for an international marketing toolkit to include, template advertisements, images, video, key USPs and preparation of monthly messaging updates for use by recruiters, overseas offices, agent network, partner institutions to enhance international student recruitment.

Manage the planning, design and placement of international advertising in line with corporate identity and brand guidelines and monitor and evaluate effectiveness with a view to advancing the profile of Manchester Met overseas.

Support the conversion of international student applications through proactive marketing campaigns, applications analysis, market research and customer relationship management activity to support the Internationalisation Strategy KPIs.

Business Development

Implement and monitor regional/country international student recruitment plans, enhancing brand profile and conversion of enquirers through to enrolment; utilise a range of communications mediums e.g. digital and social media, press advertising, direct mail/email campaigns as per market drivers.

Work across the team to establish and sustain on-going commitment to internationalisation, specifically the development of student recruitment, across Manchester Met.

Provide specialist advice to Manchester Met's overseas and UK partners such as agents and university partners to generate outcomes consistent with the Internationalisation Strategy.

Provide specialist advice and guidance to University agents and University partners on all aspects of studying at Manchester Met. This will include developing and delivering training for agents and partners at all times seeking to innovate and increase the efficiency of delivery.

Research and Reporting

Identify International Office intelligence needs, and contribute to the delivery of market intelligence, to meet business requirements.

Monitor marketing trends within the industry and advise on timely adjustments to marketing strategy development and planning, whilst developing a broad understanding of direct competitors and their international marketing activities.

Undertake regular reviews of marketing performance and make recommendations for future strategy and planning.

Analyse, create and present statistical marketing and recruitment reports and other relevant reports.

Cross-University Support

Work in collaboration with Regional Managers and Manchester Met's overseas offices to develop country-specific marketing materials and marketing campaigns.

Team Development

Supervise student ambassadors and other temporary members of staff, and deliver training or guide others in the team on specific tasks, issues or activities, and play a role in the development of the wider International Office.

Actively contribute to a culture of high performance and customer service excellence across the International Office, acting as a role model to others in the team.

Demonstrate and promote professional standards and a collaborative style of working, encouraging the development of effective partnerships within the wider team, and other administrative teams and academic colleagues.

Develop and manage temporary teams which support the delivery of work in own area and of cross office projects e.g. International Student Ambassadors network.

General

Work flexibly as part of a centrally co-ordinated international recruitment and marketing team taking on activities, which are cross-University in nature.

Deputise for senior colleagues as appropriate.

Manage marketing projects on behalf of the International Office, setting deadlines, delegating work and ensuring the project is complete to the required standards.

Keep up to date with new and emerging communications and marketing techniques and determine and advise how these might be employed to the benefit of the University.

Produce reports, including relevant financial and statistical analysis for senior colleagues, where required.

Undertake clerical and administrative duties as and when required.

Plan and deliver designated projects to support the wider activity of the International Office to achieve targets across all overseas markets.

As a student facing department providing front line service and information. It is vital that the International Office is able to respond flexibly to emerging business needs. As a result, staff have

core responsibilities but are also required to work across teams and the wider department to support the work of the department as the need arises.

Supporting the successful delivery of key events may at times involve working outside normal office hours and some limitation on when leave can be taken.

Special Features

This post holder will be required to undertake international visits which may result in visits of significant length e.g. between 1 and 3 weeks duration and must be prepared to travel on a regular basis (often at short notice) which may result in the post holder being away in excess of 6 weeks per year.

The post holder will be required to undertake out-of-hours and weekend work on a regular basis both in the UK and overseas.

The ability and flexibility to work outside of normal office hours to support activities and events is an essential requirement of this post.

Miscellaneous

You have a legal duty, so far as is reasonably practicable, to ensure that you do not endanger yourself or anyone else by your acts or omissions. In addition, you must cooperate with the University on health and safety matters and must not interfere or misuse anything provided for health, safety and welfare purposes.

You are responsible for applying the University's Equal Opportunities Policy in your own area of responsibility and in your general conduct.

You have a responsibility to promote high levels of customer care within your own areas of work.

You are expected to co-operate with the PDR process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with you. Such agreement should not be unreasonably withheld.

You may be required to undertake a specific Health & Safety role, commensurate with your grade, to support the University in meeting its statutory Health & Safety obligations. This could include acting as a DSE Assessor, First Aider, Fire Marshall or Departmental Safety Co-ordinator. The allocation of such roles will be subject to the provision of appropriate training and assessment of competence.

You may, with reasonable notice, be required to work at any of the Manchester Metropolitan University sites.

You have the responsibility to engage with the University's commitment to Environmental Sustainability in order to reduce its waste, energy consumption and carbon footprint.

You have the responsibility to engage with the University's commitment to delivering value for money services that optimise the use of resources and therefore should consider this when undertaking all duties and aspects of your role.

Review

This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the University and to incorporate reasonable changes where required, in consultation with the jobholder.

Person Specification

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.



All disabled candidates who meet the minimum essential criteria will be included on the shortlist.

Selection Criteria

Attributes		Item	Relevant Criteria	Essential/ Desirable
1	Skills & Abilities	1.1	Excellent communication, inter-personal and diplomacy skills, including the ability to communicate and negotiate effectively with individuals from a broad range of backgrounds and cultures.	E
		1.2	Ability to persuasively communicate on marketing issues at director, manager and all levels across faculty and with a range of external stakeholders.	E
		1.3	The ability to write and edit high quality copy targeted and proof read with meticulous attention to details.	E
		1.4	Excellent organisational abilities and the ability to manage multiple projects delivered to deadline and on budget.	E
		1.5	The ability of pro-actively build effective working relations internally and externally at all levels.	E
		1.6	Ability to analyse performance data, draw conclusions, provide insight and make recommendations; evidence of ability to link spend to strategy and tactics and deliver tangible improvements in performance.	E
		1.7	Excellent administrative and IT skills, including writing reports, creating presentations and developing and using databases using the Microsoft suite.	E
2	General & Specialist Knowledge	2.1	Understanding of marketing (preferably international marketing) in higher education or a related area.	D
		2.2	Knowledge of international education and international student recruitment.	E

		2.3	An awareness of the issues and context within which UK higher education operates.	E
3	Education & Training	3.1	A first degree or equivalent qualification, or equivalent management experience.	E
		3.2	Professional marketing qualification.	E
4	Relevant Experience	4.1	Experience of working in a multi-function marketing role.	E
		4.2	Experience of working in a large, complex organisation, in higher education or similar academic environment, and ideally experience of working with international markets.	E
		4.3	Experience of delivering market (sales) plans and proven track record of exceeding targets over a sustained period of time.	E
5	Special Requirements	5.1	Ability to undertake overseas travel (approx. 6 weeks per year) and to undertake weekend work (both in the UK and overseas).	E
Date of Revision		April 2019		