

Job description

16th May 2024

Marketing and Recruitment Officer

Context

INTO University Partnerships is an independent organisation committed to expanding higher education and career opportunities for students across the globe.

We believe in the power of education to transform lives. We believe that movement of students leads to movement of ideas, which in turn creates better and more successful societies.

We connect students seeking quality international education with leading universities worldwide aspiring to widen their global reach and impact. Achieving the best learning experience and career prospects for students is central to our mission.

Since our inception in 2005, INTO has pioneered innovation in international education and created ground breaking partnerships with 30 universities in the US and UK. We have so far helped more than 130,000 students from 190 countries realise their dream of achieving a degree from a world-class university. We also equip students to get a head start in building a career. We do this by offering exceptional academic and employability skills programmes.

We are active in over 120 countries and provide unrivalled personalised service to international students with more than 1,500 experienced staff worldwide and a global network of 2,000 recruitment partners.

INTO Lancaster University is a relatively new partnership and accepted its first cohort of students in January 2024. We are now looking to expand rapidly with a major cohort in October 2024 and beyond.

Reporting line

The Marketing and Recruitment Officer reports to the Assistant Director Recruitment.

Job dimensions

As the Marketing and Recruitment Officer, you'll play a crucial role in attracting and engaging prospective international students. This role offers a dynamic opportunity to drive student recruitment

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and engagement through creative and strategic initiatives. Working alongside the Assistant Director Recruitment, you'll support the implementation of INTO Lancaster University's marketing strategy through the delivery of key marketing and communication initiatives.

Fostering positive relationships with a range of stakeholders, your focus will extend to collaborating with central and regional marketing and recruitment teams to produce and distribute print materials and innovative content across digital channels.

Supporting the efforts of the Assistant Director Recruitment, you'll provide personalised guidance, manage enquiries, and ensure efficient follow-up on leads. You'll plan and execute events, such as agent familiarisation trips, campus tours, and online webinars, while building relationships with prospective and current students to contribute to the achievement of enrolment targets.

Student Recruitment

- Cultivate and maintain strong relationships with international education agencies, educational consultants, high school counsellors and other key stakeholders involved in the recruitment of international students.
- Manage and provide timely and comprehensive responses to enquiries from students, parents, agents, and stakeholders across a range of online and face-to-face channels, including email, and online meeting platforms.
- Support the Assistant Director Recruitment in providing ongoing training and product knowledge to the INTO Global Recruitment Unit and INTO's agent network.
- Use customer relationship management (CRM) platforms (e.g., Salesforce) to manage leads from recruitment fairs, agent events, Open Days, and information sessions, ensuring efficient follow-up.
- Utilise various communication channels to promptly address questions and concerns from prospective students, agents and INTO's Global Recruitment Unit.
- Support the Assistant Director Recruitment in working closely with INTO Lancaster University to maintain the currency and accuracy of all relevant information about INTO Lancaster University degree programmes and pathway progression options.

Marketing and Communications

- Support the Marketing and Communications Manager in implementing the annual INTO Lancaster University production schedule, in-line with INTO Lancaster University's Marketing Strategy.
- Develop, update, and maintain marketing and communication materials to support INTO Lancaster University, Lancaster University and INTO regional initiatives.
- Liaise and build positive working relationships with a wide range of INTO Lancaster University staff to identify and facilitate opportunities and ensure an integrated communications and marketing function for the centre.
- Work closely with INTO's regional and growth marketing teams to support asset production and facilitate streamlined approvals processes.
- Develop and distribute innovative content across INTO Lancaster University's digital channels, including website, blog, and social media.
- Create, maintain, and optimise relevant webpages, including SEO (search engine optimisation), ensuring content is accurate.
- Develop content for email marketing campaigns to promote lead generation and conversion activity utilising CRM platforms.
- Coordinate production of quality digital/video content to engage Gen Z and Gen Alphas through reels, long-form video content, infographics and still images.

- Distribute centre-specific information to the greater regional teams and INTO centre staff in a timely and effective manner across INTO Lancaster University’s internal communication channels.
- Provide insights, analytics and reporting on INTO Lancaster University’s marketing efforts.

Event Management and Coordination

- Plan, manage and implement events ensuring they are delivered in a consistently professional way, delivered on time and on budget, and are aligned with INTO Lancaster University’s Marketing and Recruitment strategies.
- Coordinate the planning and implementation of INTO Lancaster University recruitment events, including but not limited to onshore Agent Familiarisation Trips, high school visits, demonstration workshops, and onshore/offshore Open Days.
- Assist in the delivery and logistical support of online and offline recruitment events.
- Lead campus tours for prospective international students, parents, and agents to showcase INTO Lancaster University’s facilities and campus life.
- Coordinate the rollout of online webinars, including set-up, registrations, pre and post-webinar communications, and audience engagement.

Location

INTO Lancaster University centre, Bailrigg campus.

Salary

Banding C £25,853 - £33,098 – depending on experience

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.

	Essential	Desirable
Legal Status	<ul style="list-style-type: none"> • Appropriate DBS will be required prior to confirmation of appointment; • Eligibility to work and travel freely to and from UK. 	

Education and Qualifications	<ul style="list-style-type: none"> • Bachelors degree in a relevant discipline • Excellent command of written and spoken English 	<ul style="list-style-type: none"> • Professional qualifications relevant to the role
Experience and Achievements	<ul style="list-style-type: none"> • 2+ years' experience in marketing and communications or an acquisition/recruitment environment. • Familiarity with using Customer Relationship Management (CRM) platforms, e.g. Salesforce, Eloqua, or similar, to drive lead and conversion activity and report on measurable marketing and recruitment outcomes. • Demonstrated experience in planning and implementing communication projects and processes, including the management, supervision, and prioritisation of work. • Demonstrated experience with MS Office applications including extensive experience with PowerPoint. • Social and content marketing experience. • Demonstrated experience in the production of collateral and other print and digital assets. 	<ul style="list-style-type: none"> • Experience in the international education sector in UK universities and/or pathway providers. • Experience with InDesign and the Adobe Creative Cloud Suite. • Experience in Facebook Ads, Google Ads, SEO, SEM
Knowledge, Skills and Understanding	<ul style="list-style-type: none"> • Excellent communication and interpersonal skills, with a demonstrated stakeholder engagement and relationship management focus and solution orientated approach. • High level of verbal communication skills, including effective public speaking and the ability to develop and deliver presentations to a range of audiences. • Well organised and able to manage multiple competing priorities, delivering high quality outputs to strict deadlines. • Ability to interpret complex information and effectively communicate with individuals at all levels, while dealing with customers from diverse backgrounds. • Strong project management skills. • Demonstrated ability to work independently or collaboratively across different teams. • Ability to produce high quality mobile and video content. 	<ul style="list-style-type: none"> • Knowledge of the higher education landscape and regulatory framework. • Familiarity with current trends in international education.

Other	<ul style="list-style-type: none">• Willingness and flexibility to work occasional out of hours.• Ability to travel to events around the UK or internationally if required	
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