

## International Marketing Co-ordinator

REQ240032

### Full Time, Fixed Term Maternity Cover

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

#### Department summary

Marketing and Advancement is an award-winning team spanning marketing, communications, web and digital, student recruitment, outreach, market research, international recruitment, creative services and print, and development and alumni relations.

#### Job Description

**Job Grade:** Administrative Services Grade 5

#### Job Purpose

Reporting to the Projects and International Marketing Officer, the role will be responsible for supporting marketing activity and related campaigns to promote our undergraduate and postgraduate programmes as well as the student experience, with a focus on international markets. This exciting role provides a variety of activity that will involve planning, coordinating, and supporting successful campaigns, content creation, virtual and in-person events, user-centered web experiences, and printed assets. A core responsibility is developing engaging email campaigns and digital communications for international enquirers, applicants and their influencers, therefore strong copywriting and content marketing skills are required for this role.

#### Job Duties

##### Project co-ordination

- Support the Projects and International Marketing Officer in the delivery of hard copy and online prospectuses and any associated marketing collateral.
- Take ownership of the CRM email communication streams for international audiences. Create and deliver targeted emails at relevant points within the recruitment cycle to convert enquirers, applicants and offer-holders. Collaborate with the International Office and Student Recruitment, Marketing and Admissions (SRMA) colleagues to achieve this.
- Assist with the production of all marketing collateral to deadline and within budget.
- Monitoring competitor emails and websites, making recommendations for content additions and changes to develop and/or maintain a competitive advantage.
- Taking care and consideration to understand the needs, culture and considerations for the target market as part of the research and development stage of any project, e.g. digital access in China or the time difference between the UK and Southeast Asia.
- Co-ordinate or support web chats and webinars for prospective students.

- Organise market research (focus groups, online surveys) where appropriate alongside the market research team and undertake desk research for marketing research projects as directed.

### **Content creation**

- Write engaging, dynamic, relevant and accurate marketing copy appropriately targeted to each market segment or stakeholder. Continually refresh and update any existing marketing copy across all communications channels.
- Use the University's website content management system to edit and update text and images on the website, and ensure our international web presence is engaging, accurate, contemporary, and continually market led.
- Drive online traffic to the university website through any digital campaigns e.g. external web sites, social activity or paid social media advertising.
- Working with the digital and creative team, co-ordinate content generation that will resonate with different countries. This could include photo and video shoots and the collection of case study material from existing students, alumni, staff and other key stakeholders.
- Liaise with Creative and Print Services to update key publications as necessary, producing and adhering to schedules.
- Be responsible for sourcing and editing new case studies for recruitment and conversion campaigns and materials.

### **Other**

- Ensure sign-off forms, model release forms and any other permission rights protecting the University's ownership of intellectual property and proprietary design rights are collated for each project and duly recorded.
- Establish and maintain electronic and hardcopy filing systems for marketing projects as required.
- Manage delivery of materials to colleagues across the institution.
- Seek quotations and arrange purchase orders, payment and delivery of marketing materials.
- Assist staff within the Marketing and Advancement teams across the University, providing ad hoc support on additional key events and projects such as Loughborough open days, HE fairs, clearing and graduation.
- Ensure compliance with relevant legislation such as GDPR and CMA.

### **Points to Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

### **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity Policy and Procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University Policies/Procedures.

Successful completion of probation will be dependent on attendance of the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

### **Organisational Responsibility**

Reports directly to the Projects and International Marketing Officer.

## Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

| Area                 | Criteria   | Stage |
|----------------------|--|-------|
| Experience           | Experience of working in a marketing role creating dynamic content and assets across print, web and digital  | 1,2,3 |
|                      | Experience of producing editorial and working with designers   | 1,3   |
|                      | Experience of commissioning photography and video  | 1,3   |
|                      | Experience of working as part of a team with a variety of staff at different levels  | 1,3   |
|                      | Experience creating email communications and content for a number of channels  | 1,3   |
| Skills and abilities | Excellent organisational, interpersonal and negotiating/communication skills   | 1,3   |
|                      | A range of marketing and communication skills, including digital/content marketing   | 1,3   |
|                      | Strong copywriting and proof-reading skills – must be proficient at written English and able to craft accessible and engaging messages for those who may not have English as a first language. | 1,2,3 |
|                      | Ability to prioritise own workload, use initiative and manage multiple deadlines   | 1,3   |
|                      | Self-motivated, enthusiastic, adaptable and creative   | 1,3   |
|                      | Excellent attention to detail and a proven track record of producing high quality marketing materials in a variety of formats  | 1,2,3 |
|                      | Customer-focused approach and data driven  | 1,3   |
|                      | Proficient in Microsoft Office, including Word, Excel and PowerPoint skills  | 1,2,3 |
| Training             | A willingness to undertake further training as appropriate and to adopt new procedures as and when required  | 1,3   |
| Qualifications       | Educated to at least A-level standard or equivalent  | 1     |
| Other                | Commitment to observing the University's Equal Opportunities Policy at all times   | 1     |
|                      | Understanding and experience of adhering to relevant legislation such as GDPR and CMA  | 1     |
|                      | Willingness to work occasional out of hours (evenings and weekends) as required  | 1     |

### Desirable Criteria

| Area       | Criteria   | Stage |
|------------|--|-------|
| Experience | Experience of working in Higher Education or a complex organisation  | 1,3   |
|            | Experience of international student recruitment marketing            | 1,3   |
|            | Experience in carrying out and analysing market research             | 1,3   |
|            | Experience in the organisation and delivery of events or exhibitions | 1     |

|                |   |   |
|----------------|---|---|
|                | A sound understanding of digital marketing including organic, paid search, paid social, and use of new digital technologies | 1 |
| Qualifications | First degree or equivalent  | 1 |
|                | Marketing qualification or working towards e.g. CIM   | 1 |

## Conditions of Service

The position is a full time fixed-term maternity cover until 28 February 2025 or early return of postholder. Salary will be on Administrative services Grade 5, £27,979 - £32,982 per annum, at a starting salary to be confirmed on offer of appointment. The appointment will be subject to the University's normal [Terms and Conditions of Employment](#) for Operational and Administrative staff.

The University is committed to enabling staff to maintain a healthy work-home balance and has family-friendly policies. We offer a range of [family benefits](#) that will support you and your family, as well as a wide range of general [employee benefits](#).

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that [supports equality and celebrates diversity](#) throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women in academic roles as well as the working environment for all staff.