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**Job title:** InternationalMarketing Officer

**Post number:** MK5148

**Reports to:** Senior Marketing Officer, International and Postgraduate

**Department:** Marketing and Communications

**Location:** Moulsecoomb

**Grade:** 6

**Purpose of the role**

* To be responsible for the development and delivery of a programme of multi-channel marketing campaigns in support of international recruitment, with the aim of achieving optimal conversion of interest at every stage of the student journey from first awareness to enrolment.

**Main areas of responsibility:**

* To lead on the delivery of a proactive marketing planning and campaign function: developing evidence-informed strategic approaches and campaign objectives, implementing, adapting and evaluating all activity.
* To develop campaign content and messaging appropriate to a range of markets and audiences which can be deployed across a range of channels.
* To ensure all campaigns are developed and executed in line with the University of Brighton brand
* To liaise with colleagues in the International team, Communications, Recruitment and Outreach and Creative and Digital Services contributing to efficiency and continuous improvement in each team’s area of work.
* To ensure international marketing plans and campaigns contribute to seamless delivery of student-facing messaging across audiences and the wider student lifecycle.
* To recruit and plan the work of a team of student ambassadors who engage with international applicants on a range of communication channels.
* To line manage a marketing project officer who supports delivery of work in this area
* To ensure all activities support relevant university and statutory policies.

**General responsibilities**

These are standard to all University of Brighton job descriptions.

* To undertake other duties appropriate to the grade and character of work as may be reasonably required, including specific duties of a similar or lesser grade.
* To adhere to the University’s Equality and Diversity Policy in all activities, and to actively promote equality of opportunity wherever possible.
* To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act.
* To work in accordance with the General Data Protection Regulation.

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The person specification focuses on the knowledge, qualifications, experience and skills (both general and technical) required to undertake the role effectively. Please ensure that your application demonstrates how you meet the essential criteria. You will be assessed by your completed application form (A), at interview (I) and in some instances through an exercise (E).

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| --- | --- | --- |
| **Essential Criteria** |  | **A, I, E** |
| **Knowledge/Skills** | * Understanding of the marketing planning and implementation approach required to deliver campaigns in support of corporate strategy.
* Understanding of the regulatory frameworks in which higher education and digital marketing operate.
* Ability to communicate in an engaging, professional and accessible manner across a wide range of audiences and cultures.
* Proficient in building and managing relationships and working collaboratively.
* Ability to manage a busy workload and multiple projects to completion, to deadline and budget.
 | **A, I, E****A, I****A, I, E****A, I****A, I** |
| **Qualifications** | * Degree level qualification or equivalent experience working in a relevant role.
 | **A** |
| **Experience** | * Working to and developing brand and house style guidelines.
* Delivery of marketing plans and campaigns within a regulatory framework.
* Project and multiple stakeholder management experience.
 | **A, I****A, I****A, I**  |
| **Technical/work based skills** | * Substantial skills in content creation, including ability to plan ongoing development of engaging, audience-focused content for print, email, social media, web and other digital platforms.
* Proficient in a range of software packages, including the full Microsoft Office suite, commitment to keeping skills up to date.
* Proficient in planning and implementing multi-channel marketing campaigns.
* Ability to develop and use CRM and direct email platforms to deliver marketing communications activity.
* Ability to develop qualitative and quantitative evaluations of multi-channel campaigns informed by Google and other digital analytics.
 | **A****A, E****A****A, I****A****A,I** |
| **Desirable** | * CIM qualification
* Awareness of the current Higher Education environment
* Broad awareness of issues influencing international student recruitment
* Line management experience
 | **A****A, I****A,I****A, I** |

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* Any appointment is generally made at the bottom of the salary range for the grade dependent upon experience and previous salary.
* This is a full time post and is permanent.
* Annual leave entitlements are shown in the table below and increase after 5 years’ service. In addition, to the eight Bank Holidays, there are university discretionary days between Christmas and New Year. All leave, including bank holidays and discretionary days, is pro-rated for part time employees.

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| --- | --- | --- | --- |
| **Grades** | **Basic entitlement per year** | **Grades** | **After 5 years’ service** |
| 1-3 | 23 days | 1-3 | 28 days |
| 4-7 | 25 days | 4-7 | 30 days |
| 8-9 | 27 days | 8-9 | 30 days |

* More information about the department can be found here [Academic departments (schools and colleges)](https://www.brighton.ac.uk/about-us/contact-us/academic-departments/index.aspx%22%20%5Co%20%22Academic%20departments)
* Read the University’s [2016 - 2021 Strategy](https://staff.brighton.ac.uk/strategy/Pages/Welcome.aspx?dm_i=1SNX,4KBXD,MQS1JL,GXL92,1)
* The University has an attractive range of benefits and you can find more information about them on our [website](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx)

Date: December 2019 – Final