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| Post Details | Last Updated: 22/03/2024 | | |
| Faculty/Administrative/Service  Department | Global / Marketing | | |
| Job Title | International Marketing Co-ordinator | | |
| Job Family | Professional Services | Job Level | 3 |
| Responsible to | International Marketing Manager | | |
| Responsible for (Staff) | n/a | | |
| Job Purpose Statement    Working with the International Marketing team, the post holder will provide support to design, develop, implement, and evaluate innovative and effective international recruitment marketing campaigns for the University, in alignment with the Department and University strategic objectives.  The post holder will assist the International Marketing Manager to oversee the implementation of international marketing plans through multiple integrated channel marketing activities including but not limited to the creation of assets, promotional materials, ambassador management and digital administrative tasks, and will be an experienced copywriter to develop content across a number of marketing channels, from emails and social media to 3rd-party platforms, whilst supporting audience-led campaigns and international student ambassador initiatives.  The position holder will be required to manage a busy schedule, be adaptable and able to prioritise workloads to ensure that the University’s international recruitment, reputation and income generation objectives are effectively met, planned and executed.  The post holder will work collaboratively with staff across the University to execute marketing campaigns, support with the coordination of international student ambassa­­dors, and analyse and evaluate activity to inform future campaigns. | | | |
| Key Responsibilities | | | |
| 1. Work closely with the International Marketing team, International Recruitment team and the UK Marketing team to implement the recruitment marketing campaign plans for UG and PGT to International audiences. 2. Deliver strong, clear and relevant marketing content and activity in-line with the strategy and objectives of the international recruitment team. 3. Support with the creative production, execution and delivery of our go-to market recruitment assets and materials including photography, film, content and printed items, including supporting the team with other marketing activity as required. 4. Working with the International Marketing Manager manage social media networking groups; managing the student ambassadors rota, executing the relevant content across the channel and monitoring their activity. 5. Work in collaboration with International Marketing and UK Marketing teams to plan and produce the marketing collateral for the University of Surrey. 6. Undertake administrative related duties; sourcing quotes, compiling data lists, etc including competitor analysis, and providing feedback to the team via reports/presentations as/when required. 7. Support recruitment events such as virtual webinars, open days, careers fairs and virtual open days. 8. Any other duties commensurate with the grade and nature of the post. This document outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed by University management which do not change the general character of the job or the level of responsibility entailed. | | | |
| All staff are expected to:   * Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy. * Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students. * Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions. * Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role. * Undertake such other duties within the scope of the post as may be requested by your Manager. * Work supportively with colleagues, operating in a collegiate manner at all times.   Help maintain a safe working environment by:   * Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand. * Following local codes of safe working practices and the University of Surrey Health and Safety Policy. | | | |
| Elements of the Role | | | |
| Planning and Organising     * Excellent planning, project co-ordination, influencing and communication skills are essential with strong attention to detail and the ability to manage multiple tasks concurrently. * Operating proactively, the post holder will organise and prioritise their own work to successfully meet objectives and to support the development of the department. Guidance can be given by the International Marketing Manager, but considerable freedom is given within the role to determine functional priorities and how desired results should be achieved. * The post holder must be a confident communicator in order to gain the necessary information from clients to progress each project and in order to persuade individuals to complete tasks to agreed deadlines and within the project schedule. | | | |

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| Problem Solving and Decision Making   * The individual will have good relationship building skills and offer our internal customers good customer service. They need to be understanding but firm to ensure that tasks they are working on are delivered, keeping people updated on timings of delivery. * Problem solving and decision-making are integral to many elements of the work undertaken by the post holder, requiring them to identify and analyse new problems and to design and implement satisfactory solutions. * They will need to identify the nature of any problems and issues through analysis and apply their judgement and initiative in order to find an appropriate resolution. Particularly complex or unusual problems may be referred up to their line manager for advice/guidance or resolution. | |
| Continuous Improvement     * The International Marketing Coordinator is expected to be able to respond to frequently changing and conflicting demands and to respond to these appropriately. * The post holder will work with marketing, recruitment, advancement, communications and faculty teams to deliver customer journeys that improve engagement, acquisition and conversion as well as ensure marketing activity is optimised. | |
| Accountability     * The post holder will report into the International Marketing Manager and will operate within an agreed framework of clear objectives, budgets, processes and governance. | |
| Dimensions of the role     * A number of the tasks will be planned/regular. However, there will be a proportion of work required, which is ad hoc and so flexibility and strong organisational and planning skills are required by the post holder in order to be able to effectively incorporate these into their work programme. The post holder will take an active role in co-ordinating larger project activities, taking responsibility for the successful delivery of each task assigned to them. * The Marketing Coordinator will be effective at building networks of colleagues from across the University in order to ensure the success of key projects undertaken. * They should also possess strong written communications skills and be able to tailor styles according to audience. | |
| Supplementary Information | |
| Person Specification | |
| Qualifications and Professional Memberships |  |
| Vocational qualifications plus some relevant work experience.  Or:  Learning gained through work experience of several years. Will include short courses and other formal training | E |

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| Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance). | Essential/ Desirable | Level 1-3 |
| Broad knowledge and experience of working on integrated marketing and communications projects | E | 3 |
| Practical and relevant marketing experience | E | 2 |
| Experience of reporting and analysis | E | 1 |
| Experience of working within and using extended networks of people to get the job done | E | 3 |
| Excellent written and oral communication skills and excellent attention to detail | E | 3 |
| A good working knowledge of the HE sector | D | 2 |
| Experience working with international markets | D | 3 |
| Special Requirements: | | Essential/ Desirable |
| Ability to work outside of regular office hours as required | | E |
| Core Competencies This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade. | | Level 1-3 |
| Communication  Adaptability / Flexibility  Customer/Client service and support  Planning and Organising  Continuous Improvement  Problem Solving and Decision-Making Skills  Managing and Developing Performance  Creative and Analytical Thinking  Influencing, Persuasion and Negotiation Skills  Strategic Thinking & Leadership | | 3  2  3  3  2  2  1  2  2  1 |
| This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.    Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose. | | |
| Organisational/Departmental Information & Key Relationships | | |
| Background Information    The International Marketing team is part of the International Recruitment team which covers all international recruitment split into regional areas: Americas, Europe and UK International, Sout east Asia, India and MENA, South Asia and Africa.  The Division is responsible for ensuring that the University is optimally positioned in international markets against a variety of different target audiences ranging from agents, school counsellors, prospective students, prospective parents, public bodies, and local communities. The International Marketing team plays a pivotal role in attracting appropriate high-quality international students and working to support key internal and external stakeholders to ensure the team continues to build and maintain Surrey’s reputation and brand management. | | |
| Department Structure Chart | | |
| Relationships  Internal   * The post-holder will work with a broad section of colleagues across the university – including those from the wider marketing team, faculty support staff, the recruitment team, the admissions team and academics.     External   * The post holder will liaise with photographers, listings providers, media partners, external design, and print agencies, including international agencies. | | |