

POST DETAILS		LAST UPDATED: 26TH JANUARY 2026		
SERVICE DEPARTMENT	International Student Recruitment			
JOB TITLE	International Marketing Officer			
JOB FAMILY	Professional Services	Job Level	3	
RESPONSIBLE TO	Head of International Student Recruitment (Marketing)			
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.

This role plays a key creative and strategic part in bringing international marketing campaigns to life. Working closely with the Head of International Marketing, the post holder will help deliver integrated international marketing plans across multiple channels, combining strong design capability with compelling copywriting and content creation skills.

The role will be responsible for the design and development of high-quality marketing assets and promotional materials, supporting ambassador management and digital administrative activity, and ensuring brand-consistent delivery across all touchpoints. As an experienced copywriter, the post holder will create engaging, audience-led content for a wide range of marketing channels, including email campaigns, social media and third-party platforms, while actively supporting international student ambassador initiatives and multi-market campaigns.

The post 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 Student Recruitment and University colleagues 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 Design and support 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 Manage international's social media schedule and content creation, working with student ambassadors, 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 digital marketing collateral for the University of Surrey.
- 6 Undertake administrative related duties; sourcing quotes, compiling data lists, coordinating budgets etc including competitor analysis, and providing feedback to the team via reports/presentations as/when required.
- 7 Participate in recruitment and conversion activities such as in-person or virtual Open Days, and Applicant Days. Actively participate in Confirmation and Clearing.
- 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

This section outlines some of the key elements of the role, which allow this role to be evaluated within the University's structure. It provides an overview of what is expected from the post holder in the day-to-day operation of the

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.

Problem Solving and Decision Making

- The role holder is responsible for the resolution of routine problems. The role holder will be expected to identify the nature of any problems and issues through analysis, and then apply their judgement and initiative to find an appropriate resolution referring more complex issues or problems to a more senior member of staff.
- 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.

Continuous Improvement

- The International Marketing Officer is expected to be able to respond to frequently changing and conflicting demands and to respond to these appropriately.
- The post holder is required to suggest improvements or developments to current working practices and to the services provided by the department, in order to ensure an effective service to applicants. Where appropriate the post holder will be required to implement these, after consultation with their line manager.
- A particular focus will be on improving processes related to communication and relationship management with future Surrey students, ensuring interactions are consistent, well-coordinated and aligned with the University's standards for excellent customer service.

Accountability

- The role holder will contribute towards the University meeting its international recruitment targets.
- The post holder will report into the Head of International Student Recruitment (Marketing) 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 International Marketing Officer will be effective at building networks of colleagues from across the University in order to ensure the success of key projects undertaken.
- It is essential for the position holder to have strong creative skills with experience in digital marketing inc. social media management and content creation. They should also possess strong written communication skills and be able to tailor styles according to specific (international) audiences.
- The role holder will be required to attend University Open and Offer Holder Days and supporting Confirmation and Clearing in August.

Supplementary Information

- Occasional evening work will be required during peak periods.

PERSON SPECIFICATION This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.

Qualifications and Professional Memberships	Essential/ Desirable	Level 1-3
Professionally qualified with a relevant degree/ postgraduate qualification, plus broad demonstrable management experience in similar or related roles OR Substantial and vocational experience, demonstrating management ability in an appropriate professional or specialist area, and success in similar or related roles, supported by evidence of significant appropriate specialist knowledge.	E	
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	2
Good IT skills, including experience of using Microsoft Applications include (e.g Outlook, PowerPoint, Dynamics, Excel Word etc)	E	2
Good IT skills, including experience of creative design tools (e.g. Adobe Creative Suite and/or Canva) to produce marketing materials	E	2
Experience in UK Higher Education	D	2
Experience of the University of Surrey's higher education offering	D	2
Experience of working in higher education in a recruitment/marketing role	D	n/a
An understanding of marketing principles and customer focus in the higher education sector	D	n/a
Experience of working within and using extended networks of people to get the job done	E	2
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	1
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	3
Adaptability / Flexibility	2
Customer/Client service and support	2
Planning and Organising	2
Continuous Improvement	2
Problem Solving and Decision-Making Skills	2
Managing and Developing Performance	n/a
Creative and Analytical Thinking	3
Influencing, Persuasion and Negotiation Skills	1
Strategic Thinking & Leadership	n/a

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

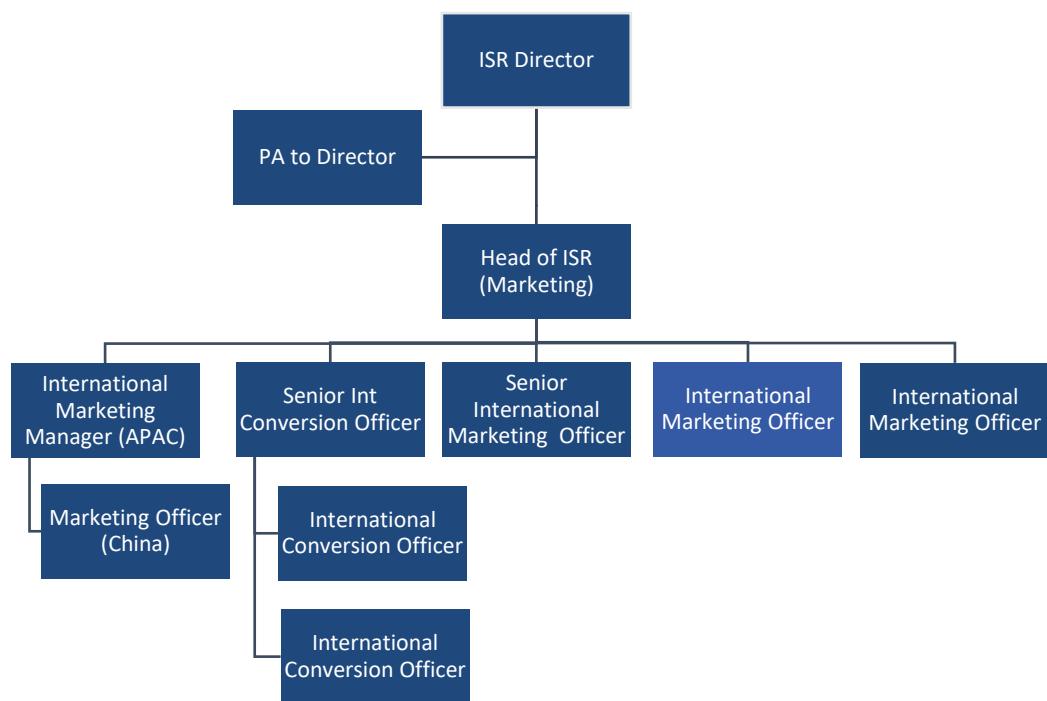
Background Information

The International Student Recruitment team sits within the University of Surrey's Global portfolio, led by the Vice-President (Global), a member of the University Executive Board who also oversees Partnerships, TNE, Advancement and Marketing & Communications.

International Student Recruitment is jointly responsible for attracting high-quality international undergraduate and postgraduate students from around the world. The team comprises over 30 colleagues, including in-country staff based in China, Malaysia and India.

The role holder will work closely with colleagues across Global, as well as key professional services such as Admissions, International Student Support.

Department Structure Chart – International Student Recruitment



Relationships

Internal

The role holder will develop good relationships with colleagues across all departments and will work closely with Admissions and Student Marketing. The post holder will also be expected to have a good relationship with academic colleagues and the International Support Team.

External

The postholder will liaise with students, photographers, listings providers, media partners, external design, and print agencies, including international agencies.