

Job Description

Role Title:	Marketing Officer (International Recruitment)
Directorate:	Marketing Recruitment and External Relations
Reference:	MPF4207
Grade:	Grade 5
Full or Part time:	Full time
Hours:	36.25
Reports to:	Marketing Manager (International Recruitment)

Overview

Directorate overview

The Directorate of Marketing, Recruitment and External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. The Directorate is the brand guardian with a remit that covers student recruitment and admissions (both home and international), corporate and academic school specific marketing, corporate events and alumni & development. This is a newly created Directorate that is responsible for the strategic planning and operational delivery of key activities that support the University's ambitions for growth, diversity, increased profile and greater engagement with our friends to support that ambition both in kind and through philanthropic support.

Marketing team overview

The marketing team is dedicated to the delivery of professional marketing resources for internal clients, including student recruitment, professional services and the university's schools. The team provides the primary interface between internal clients and the wider marketing team to deliver bespoke market research, corporate marketing, digital marketing and creative design solutions to meet clearly articulated key performance indicators (KPIs).

Working closely with colleagues in student recruitment (home and international), the marketing team interrogates data to identify priority areas for marketing focus and investment in the design and delivery of annual marketing plans around student recruitment cycles. In collaboration with the wider marketing team, the marketing team then articulates, promotes and constantly refines marketing messages and enhanced content for by client, school or subject area, in support of targeted campaign activities to facilitate the delivery of student recruitment targets.

International Office overview

At Salford we recognise that a successful university is one that is enriched by the benefits brought by internationalisation. Our university community is an international community, whether this is seen through the growth and diversity of our inward (on-campus) international students, our presence overseas through our key partnerships, such as with British University Bahrain, or our provisions to provide the very best in international opportunities through an internationally-focused curriculum, our programme of overseas study, work or volunteer placements, or our on-campus cultural engagements.

The International Office supports a range of services across student recruitment, partnership development and global experience opportunities.

Marketing Officer Role Overview

This role is responsible for supporting the delivery of commercially focused marketing plans for internal clients, including the international student recruitment team, professional services, working across all the university's schools, with emphasis on ROI.

Reporting to a marketing manager, you will be based within the wider marketing team. You will focus on key research strengths and particular subject areas which require marketing support, and work with colleagues to define, consolidate and promote overall university market propositions and plans, in line with student recruitment cycles and to meet key customer and stakeholder requirements. You will ensure quality, consistency and efficiency in all areas of marketing activity.

You will also work closely with the international recruitment team, to run campaigns to engage our audiences who are prospective international students, education consultants (agents) and wider stakeholders.

Role Purpose

Reporting to a marketing manager and in close collaboration with MRER colleagues, you will support the delivery of marketing plans to internal clients including school and subject area propositions, with emphasis on creativity, innovation, efficiency and return on investment. Key target markets include potential international students (undergraduate (UG), International Foundation Year (IFY) and postgraduate (PG)) and their influencers, including their parents, and our agent partners (education consultants) and feeder schools such as NCUK.

You will monitor available budgets and resources and work with external agencies as required, to deliver against both university-wide and school-specific KPIs. You will be involved in all aspects of marketing from new product development, programme portfolio and pricing through to content generation, with a focus on digital marketing, in support of brand awareness and research profile.

You will have relevant experience across the full marketing mix, with particular emphasis on content generation, search and social media (organic and paid).

Principal Duties & Responsibilities

- Work closely with the marketing manager and colleagues in MRER and in the International Recruitment Team to support the delivery of marketing plans and activities to achieve international KPIs.
- Implement and monitor dedicated marketing plans around student recruitment cycles.
- Support with the creation of, and lead on aspects of a content and communications plan to inspire and engage with our audience at different stages of the sales funnel to nurture them to enrol at the university.
- Support the building and testing of email campaigns in line with our communications plan.
- Analyse performance data to help identify, confirm or adjust countries, subject areas or programmes in need of particular attention or marketing investment.
- Contribute to the evolution of an intuitive hierarchy of marketing messages and essential information for target audiences; tailor specific messages and information to increase overall awareness of the university and its courses and to meet user requirements.

- Demonstrate an enterprising and integrated approach to marketing; identify opportunities for campaign extension which span the marketing mix, including print, search and social media channels and evolving technologies, and to measure results.
- Proactively respond to opportunities for marketing collaboration, cross-fertilisation and co-production between schools and departments.
- Work in close collaboration with colleagues across professional services, particularly the international recruitment team, enquiry team, design, and communications teams, to most effectively support the integration, alignment and measurement of all international marketing and external relations activity.
- Contribute to regular competitor analysis across our international markets, helping to evaluate and apply insight to ensure market-led solutions, highlighting tactical university opportunities.
- Promote an evidence-based marketing approach, using research reports and user testing to routinely inform and underpin new product development, programme portfolio, pricing, scholarships etc.
- Engage key internal stakeholders to ensure a shared understanding and ownership of marketing plans; help to establish and grow collaborative networks to ensure sharing of best practice, information and content.
- Ensure quality, consistency and efficiency across all marketing platforms and activities.

Administrative

- Pursue a professional interest in the national and international higher education (HE) sector
- Proactively develop the necessary skills and expertise to support the use of the latest marketing technologies; anticipate and respond to changing demands.
- Proactively engage in professional development to ensure advancement of professional skills.
- Comply with the personal health and safety responsibilities specified in the university health and safety policy.
- Engage with the university's commitment to deliver value for money services that optimise the use of resources by maintaining a cost-conscious approach across all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with university policy.
- Be an active steward for the university brand, ensuring school-level adherence to agreed criteria and guidelines for visual identity, content, tone and style.
- Commit to participating in the wider life of the university. This involves volunteering at university-wide events such as graduation, open days etc.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D), and will be assessed by Application Form (A), Interview (I), Presentation (P), or Test (T), as indicated.

Qualifications

1. An undergraduate degree or equivalent (E) (A)
2. A professional or postgraduate qualification in a relevant discipline (D) (A)

Background & Experience

3. A demonstrable record of multiple project prioritisation and coordination (E) (A) (I)
4. A demonstrable record of working across the full marketing mix, including digital and social media, targeting different audiences to meet targets (E) (A) (I)
5. A demonstrable record of working on international marketing campaigns (D) (A) (I)

Knowledge

6. The dynamics of higher education and academic endeavour (D) (A) (I)
7. International trends in HE marketing (UG, IFY and PG) (D) (A) (I)
8. An understanding of marketing in an international context (D) (A) (I)

Skills & Competencies

9. A track record of delivering effective marketing support across integrated projects to meet clear KPIs (E) (A) (I)
10. Personal credibility and the ability to gain stakeholder confidence and trust (E) (A) (I)
11. The ability to evaluate stakeholder requirements, prioritise projects effectively and work to timeframes and budgets (E) (A) (I)
12. Good networking skills and the ability to build effective relationships (E) (A) (I)

13. Outstanding organisational skills and meticulous attention to detail (E) (A) (I)
14. Excellent communication (both written and verbal) and presentation skills (E) (A) (I)
15. Excellent IT skills within the Microsoft Office suite of products (E) (A) (I)
16. A results-oriented approach with focus on quality and efficiency and ROI (E) (A) (I)