



UNIVERSITY OF
LINCOLN

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	International Marketing Manager				
DEPARTMENT	International Office				
LOCATION	University of Lincoln Campuses				
JOB NUMBER	INT018	GRADE	7	DATE	January 2023
REPORTS TO	Assistant Director (International Marketing and Recruitment)				

Context

At the University of Lincoln, we encourage students to be more than they can imagine. To help us share what makes Lincoln a special place to live and learn we are seeking to appoint a dynamic and creative International Marketing Manager.

The post holder will join the University of Lincoln's International Office and will play a key role in developing the University's profile around the world. The primary remit of the International Office (IO) is to recruit full time campus based international students through the development, and delivery, of a global student recruitment and marketing strategy. In line with the University's internationalisation ambitions, the IO is tasked with leading the development of a global network of institutional partnerships, overseas representatives, and student sponsors.

Job Purpose

The International Marketing Manager will play a crucial role in the development and delivery of the University's global student recruitment strategy. Working alongside a dedicated team of colleagues in the UK and around the world, the post holder will draw on the latest market insights to create innovative student recruitment campaigns and materials which make an impact.

The post holder will be expected to develop a compelling online and offline marketing presence, whilst ensuring adherence to University brand guidelines and applicable consumer laws.

Collegiate working will be key to this role, as the post holder will be expected to build positive working relationships with members of the University community and beyond. This will include regular engagement with academic and professional service staff, the student body, and external service providers. The post holder will also be expected to line manage members of staff within the department.

KEY RESPONSIBILITIES

Marketing and Communications

The post holder will be expected to:

- Create engaging and purposeful copy to a high standard for inclusion across a range of digital and print mediums.
- Design and create, in-line with University brand guidelines, a range of high-quality and culturally sensitive marketing materials for an international audience, including, but not limited to, prospectuses, student guides, presentations, banners and flyers.
- Organise and manage campus/city wide promotional photoshoots and videos, including the creation of outline story boards and shoot plans.
- Design, implement and evaluate a year-round, innovative, multichannel enquirer and applicant communications plan, in line with the guiding principles of the General Data Protection Regulation, University brand guidelines, and sector best practice.
- Create, implement and evaluate an annual recruitment stakeholder communications calendar.

- Oversee the development and delivery of a year-round calendar of virtual recruitment events.
- Source and collate key promotional messages and materials by liaising with academic colleagues and professional services staff across the University community.
- Source and collate testimonials and blog content from students and alumni for use in marketing materials and campaigns.
- Develop training materials and guides, in-line with University brand guidelines, for the University's International Representative network and recruitment partners.
- Design and distribute a departmental newsletter.
- Plan, implement and evaluate global brand building and student recruitment campaigns which deliver return on investment.

Digital and Web

The post holder will be expected to:

- Update and maintain webpages across the University's website which are intended to support prospective international students and their supporters.
- Devise and implement targeted advertising campaigns across key platforms and channels, and to produce reports and updates regarding performance and return on investment.
- Develop and maintain the International Office's internal portal pages.

Collating and Interpreting Market Intelligence

The post holder will be expected to:

- Conduct market research using a range of data sources such as HESA, SIEM and competitor websites, and to develop appropriate recommendations in direct response.
- Monitor student/recruitment partner enquiry trends and patterns, and to develop appropriate recommendations to ensure a horizon scanning approach to recruitment.
- Produce and disseminate monthly Google Analytics reports regarding web traffic and activity.
- Organise, deliver and evaluate student and other key stakeholder focus groups and surveys.
- Monitor developments and changes across the international student recruitment landscape, and to disseminate market updates, papers, and briefings to colleagues across the University community.
- Keep abreast of the latest developments and innovations in marketing and communications.

Working with Stakeholders

The post holder will be expected to:

- Support the development of the University's partnership with QSES by acting as a key point of contact.
- Support the University's International Officer, Regional Manager and in-country teams in identifying regional recruitment opportunities, and the development of innovative campaigns in direct response.
- Maintain regular contact with College Marketing, Intelligence and Recruitment Officers/Managers with a view to keeping up to date on developments across the University's Colleges.
- Work in conjunction with external marketing agencies and service providers to ensure promotional materials and campaigns are fit for purpose.
- Work in conjunction with the University's International Admissions, Student Administration, Finance, International College and Student Services teams to produce pre-departure guides and resources for international offer holders.
- Network with external organisations and individuals such as the British Council, British Universities International Liaison Association (BUILA) and the UK Council for International Student Affairs (UKCISA), to help keep abreast of developments across the sector and the wider global recruitment landscape.
- Represent the International Office at departmental and University wide meetings and forums as and when required.
- Support the Assistant Director (International Marketing and Recruitment) in the organising and delivery of a year-round calendar of departmental training, and best practice discussions/knowledge sharing sessions.

Events

The post holder will be expected to:

- Oversee the development and delivery of student recruitment and conversion events which deliver return on investment.
- Represent the University, as and when needed, at education fairs and exhibitions, school, college and university visits, and conferences.
- Oversee the development and delivery of the International Office's International Representative, Sponsor and Partner conferences.

Managing Colleagues and Resources

The post holder will be expected to:

- Line manage a team of colleagues within the department.
- Manage and develop a network of International Student Ambassadors from across the University community.
- Manage an annual marketing budget with a view to delivering return on investment.
- Maintain a departmental marketing asset inventory.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and Dimensions of the Role

The post holder will be expected to work independently and as part of a team to develop a range of innovative recruitment initiatives and campaigns which deliver return on investment. The post holder will be expected to meet annual targets and key performance indicators.

The post requires a flexible approach to accommodate unsociable hours, to include occasional evenings and weekends. The post holder will be expected to use initiative to manage opportunities and risks appropriately and efficiently. The post holder will be expected to line manage colleagues within the department.

The allocation of responsibilities may change from time to time at the discretion of the Director of the International Office.

Key Working Relationships/Networks

Internal	External
International Office team International Admissions team Finance Visa Compliance Accommodation Services University of Lincoln International College Student Support Centre College Marketing and Recruitment - Officers/Managers Programme Leaders and academic colleagues Communications, Development and Marketing (CDM)	Prospective applicants, offer holders and Alumni International Representatives and University partners Lincoln Students' Union British Universities' International Liaison Association - (BUILA) UK Trade and Investment (UKTI) UK Council for International Student Affairs - (UKCISA) External design agencies and printers

**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**



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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) References (R)
Qualifications:		
Degree, preferably in marketing (or equivalent experience)	E	A
CIM, IDM or equivalent professional qualifications in marketing or a related field such as public relations	D	A
Experience:		
Experience of working within a marketing, communications or public relations role	E	A,I
Experience of producing marketing and promotional materials	E	A
Experience of managing social media accounts and communications channels	D	A,I
Experience in collating and analysing marketing intelligence	D	A,I
Experience of line management / team leading	D	A,I
Skills and Knowledge:		
Awareness of digital marketing channels	E	A,I
Awareness of the Consumer Rights Act and the guiding principles of the General Data Protection Regulation	D	A
Ability to produce engaging copy to a high standard	E	A,I
Excellent proof-reading skills	E	A,I
Experience of using design software such as Photoshop or InDesign	D	I
Competencies and Personal Attributes:		
Be target driven/results orientated	E	A,I
Ability to manage multiple priorities against tight deadlines	E	A,I
Excellent interpersonal skills and strong cultural awareness	E	A,I
Ability to work effectively as part of a team and on own initiative	E	A
Business Requirements		
Flexible in working hours - to accommodate unsociable hours including evenings and weekends	E	A,I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	PI	HRBA	AH
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