

**UNIVERSITY OF LINCOLN
JOB DESCRIPTION**



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

Context

The University of Lincoln is home to a vibrant and growing community of students from around the world. To help us build on this success and to support the delivery of our ambitious internationalisation objectives, we are seeking to appoint a Marketing Manager.

The post holder will join the University of Lincoln’s International Office and a key aim of this department is to support the University in achieving its internationalisation ambitions. The International Office, working in close partnership with colleagues from across the University community, is responsible for the recruitment of overseas students onto full time campus-based programmes, international alumni engagement, and student sponsor relations. The department is also tasked with providing market expertise to help inform the development of the University’s programme and partnership portfolio.

Job Purpose

The Marketing Manager will play an important role in the delivery of the University’s overseas student recruitment strategy. Informed by the latest market insights and sector best practice, the post holder will be expected to develop innovative student recruitment campaigns, marketing and communication plans, and promotional assets which drive results.

To help inspire prospective students from around the world to choose the University of Lincoln, the post holder will also be expected to develop a compelling online and offline marketing presence, ensuring synergy with stakeholder expectations and University brand guidelines. This will include overseeing key international facing pages across the University website, the development of a range of social media channels, and the design and production of printed promotional materials and digital assets.

With a strong understanding of our target audiences and their motivation for studying in the UK, the post holder will also be expected to develop an annual communications and events plan, to help support conversion from the initial enquiry stage through to enrolment.

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 team members and to oversee their training and development throughout the year.

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, 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.
- Create and distribute a departmental email newsletter, to help communicate market trends and developments where appropriate, and to showcase the work of the International Office.
- Plan, implement and evaluate brand building and student recruitment campaigns across a range of target markets, ensuring expenditure maximises return on investment.

Digital and Web

The post holder will be expected to:

- Update and maintain webpages across the University of Lincoln'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.
- Oversee the International Office's social media channels, ensuring content is culturally appropriate and aligned with University brand guidelines.
- Develop and maintain the International Office's presence on the University's internal Portal.

Collating and Interpreting Market Intelligence

The post holder will be expected to:

- Collate and interpret market intelligence, sharing key findings and recommendations with a range of internal colleagues via written papers, and reports, and verbal briefings.
- Monitor prospective student/recruitment partner enquiry trends and patterns, summarising key findings, and producing recommendations via written and verbal reports where appropriate.
- Organise, deliver and evaluate student and other key stakeholder focus groups and surveys, disseminating key findings and recommendations where appropriate.
- Monitor developments and changes across the international higher education landscape, and to disseminate key findings through papers and verbal briefings where needed.
- Keep abreast of the latest developments and innovations in marketing and communications, and to report back to the Assistant Director (International Marketing and Recruitment) with key findings and recommendations where appropriate.

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 and materials 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 and aligned with University brand guidelines.
- 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 and recruitment stakeholders.
- 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 staff training, and best practice discussions/knowledge sharing sessions.

Events

The post holder will be expected to:

- Plan and oversee the development and delivery of face to face and virtual student recruitment and conversion events which deliver return on investment.
- Represent the University, as and when required, at education fairs and exhibitions, school, college and university visits, and conferences both in the UK and internationally.
- Plan and oversee the development and delivery of key departmental events such as

International Representative conferences, sponsor visits and scholarship award ceremonies.

Managing Colleagues and Resources

The post holder will be expected to:

- Line manage, inspire, and motivate team members, and to oversee their training and development in-line with University policies and procedures.
- Assign targets, key performance indicators and tasks, and to support and motivate team members to achieve desired results.
- Manage and develop a network of International Student Ambassadors from across the University community, in-line with University policies and procedures.
- 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 develop and oversee a range of operational plans and initiatives, interpret complex trends, forecasts, and policies, and to lead and direct colleagues whilst managing opportunities and risks appropriately and efficiently.

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 allocation of responsibilities may change from time to time at the discretion of the Associate Pro Vice-Chancellor / Director of International.

Key Working Relationships/Networks

Internal	External
Communications, Development and Marketing (CDM) International Admissions Team Visa Compliance University of Lincoln International College Accommodation Services	Prospective applicants, offer holders and Alumni International Representatives and University partners Lincoln Students' Union British Universities' International Liaison

Student Support Centre Finance College Marketing and Recruitment - Officers/Managers Programme Leaders and academic colleagues	Association - (BUILA) UK Trade and Investment (UKTI) UK Council for International Student Affairs - (UKCISA) External design agencies and printers
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**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**



UNIVERSITY OF
LINCOLN

JOB TITLE	Marketing Manager	JOB NUMBER	INT018
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) References (R)
Qualifications:		
Educated to degree level or equivalent, preferably in a marketing or communications related discipline	E	A
Completion of a Chartered Institute of Marketing, or Institute of Direct and Digital Marketing training course/qualification	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 communication channels	E	A,I
Experience in collating and interpreting market intelligence	E	A,I
Experience of line managing colleagues / team leading	D	A,I
Experience of managing budgets and monitoring ROI	E	A,I
Skills and Knowledge:		
Awareness of the Consumer Rights Act and the guiding principles of the General Data Protection Regulation	D	A
Excellent copywriting and 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 occasional 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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