

**JOB DESCRIPTION**

International Marketing Officer

Vacancy Ref: 0532-24

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| **Job Title:** International Marketing Officer | **Present Grade:** 6 |
| **Department/College:** Marketing Office, International Relations |
| **Directly responsible to:** International Marketing Manager |
| **Supervisory responsibility for:** N/a |
| **Other contacts**  |
| **Internal:** Central professional services staff and faculty staff; Alumni; Careers; IT; Library; Senior Management Team; Student and Education Services; and the Students’ Union. |
| **External:**  External agencies, suppliers, and providers; recruitment agents; advertising agencies; overseas campuses and partners; other institutions and organisations as appropriate. |
| **Major Duties:**The Marketing Officer (International) will join a team of marketing, communications and recruitment professionals who are tasked with attracting and converting high-calibre applicants to Lancaster University. Reporting to theInternational Marketing Manager, the role-holder will be responsible for delivering international marketing plans and campaigns for student recruitment to ensure that the University’s student recruitment targets are met.Duties will include:* Co-ordinate and implement a broad range of marketing activities, both on- and offline, to support international recruitment for the University as directed by the International Marketing Manager.
* Ensure that marketing campaigns, information and materials are consistent with the procedures and standards of the University, including brand guidelines, accessibility, and diversity, and comply with relevant legislation such as ASA, CMA, and GDPR.
* Project manage work from external agencies, including advertising campaigns and marketing collateral, ensuring projects are delivered to a high standard and meet deadlines, budget and objectives.
* Adopt a One Lancaster approach including working collaboratively at all times and contributing to effective working and sharing of best practice across central professional services, faculties and teams.
* Undertake regular professional development and horizon scanning, both within and outside the HE sector, to maintain knowledge of new and emerging marketing techniques and digital platforms.
* Line management of student content creators as required.

Campaigns* Implement integrated in-house advertising campaigns and outsource campaigns for student recruitment across multiple channels as directed by the International Marketing Manager. Including but not limited to, digital display advertising, paid and organic social media campaigns, paid search, and email marketing campaigns with external suppliers of prospect leads.
* Ensure target audiences for marketing campaigns are appropriately segmented, including the use of geographic and demographic profiling, subject of interest categorisation, as well as audience personas.
* Monitor the performance of live marketing campaigns to optimise results, especially calls-to-action and conversion goals. Conduct data-driven post-campaign evaluation to determine return on investment and recommendations for future activity.

Collateral* Develop a range of on- and offline collateral including but not limited to exhibition banners, posters, leaflets, social media assets and digital display artwork.
* Project manage collateral production including approvals and sign off.
* Work with specialist teams to develop nuanced, targeted collateral.

Content* Commission engaging marketing collateral, including but not limited to: video, photography, animation, gifs and infographics for use in marketing campaigns.
* Write and edit persuasive copy of a professional standard for both print and digital channels.
* Ensure content produced is diverse and inclusive, and representative of the University’s values.
* Create engaging and effective campaign landing webpages with clear calls to action and conversion goals.

Email comms* Develop and manage strategic comms for key stakeholders including international recruitment agents and international school counsellors.
* Support the wider Campaigns team with enquirer and offer holder comms, sourcing international content for segmented audiences.
* Build email campaigns as part of international specific marketing plans.

Publications* Project manage the production of flagship publications for the International Student Recruitment team; Global Partnerships team; and Global Student Experiences team.
* Brief, commission, and manage agencies to develop artwork for publications.
* Collate content from a range of key stakeholders and manage sign-off and approvals processes.

Any other duties consistent with the nature and grading of the role as agreed. |