

JOB DESCRIPTION



Job Title: Head of International Marketing
Service Marketing- International Marketing
Job Ref: MKG255-R
Campus: Hendon
Grade: 8
Salary: £44,355-£50,966 including outer London weighting
Period: Permanent
Reporting to: Director of International Recruitment and Academic Partnerships
Working closely with:
Reporting to Job International CRM Officer, International Projects Officer, International CRM and Conversion Officer, International Coordinator
Holder:

Overall Purpose: Responsible for marketing and CRM support to maximise Middlesex University recruitment operations and activities in international regions, the International Marketing Manager will take responsibility for planning, coordination and delivery of marketing, CRM and recruitment / stakeholder engagement campaigns to support and amplify on-the ground regional office activity. In addition, in new, emerging or hard to reach markets the manager will support awareness and reputation build for the university, primarily through digital marketing channels.

An outstanding marketing expert and strong collaborative worker the post holder will need to work closely with colleagues in both the International and Marketing teams to identify where enhanced marketing activity can add value to drive reputation and recruitment in existing and emerging markets.

Working closely with International Recruitment colleagues in London, regional offices and overseas campuses you will work to maximise reputation and awareness amongst target audiences as outlined in the international strategy. The post holder will drive direct lead generation and conversion to agreed annual targets.

Ideally with experience of working with overseas markets you will be required to have and continue to develop deep understanding of market specific marketing/ sales and customer engagement techniques at a regional level in order to support regional teams in achieving or exceeding recruitment targets.

Principal Duties

Strategic and operational planning and implementation:

- Working in collaboration with international recruitment colleagues on country priorities you will work together to plan and implement regional marketing and CRM strategies and operational plans encompassing demand generation activities, customer engagement and experience management, up until the point of enrolment, to drive opportunities and conversion
- Support recruitment targets across all stages of the prospect journey and advise on appropriate techniques to drive awareness and conversion
- Develop global joint marketing and CRM plans with oversight and input for each relevant region in line with market intelligence, regional knowledge and central insight, ensuring all agreed plans and activities maximise the use of current and most relevant marketing tools/techniques,
- Provide detailed reporting on the success of implemented marketing and CRM plans and make suggestions for improvements and revisions moving forward.

- Develop and continuously maintain content for the website to ensure the international student journey is as seamless as possible.
- Working with the broader Marketing department to coordinate delivery of global marketing tools and campaigns, taking responsibility for versioning and adaptation for particular regions/ campaigns / events, etc.
- Maintain global marketing tools that have been developed e.g. Digital Toolkit
- Develop and implement effective communication channels to keep relevant parties informed of campaign progress and results– whether this be senior management approval, sign off from regional representatives or internal stakeholder delivery,
- Work in collaboration with the Digital team to ensure optimum social media engagement across all relevant channels and platforms. Produce metrics and reporting to show progress and also highlight new opportunities.
- Ensure a monthly newsletter is sent to agents and partners, provide more specific marketing support as and when required
- Look for new opportunities to drive Middlesex reputation and recruitment with a variety of stakeholders including educational agents, students, parents and educational partners in the region, working closely with regional recruitment teams to provide marketing support where required

Delivery of campaigns and region specific activities:

- Provide strategic direction for Global Digital Campaign, overseeing its planning, execution and ongoing performance and subsequent reporting
- Undertake marketing management role, coordinate and take responsibility for the delivery of region-specific tactical marketing activity on an on-going basis,
- Work with central marketing functions to develop and maintain region specific marketing collateral, where relevant and deliver tactical digital activity, where such opportunities arise,
- Ensure roles and responsibilities of those involved in international/regional campaigns are well defined, input and sign off points agreed across all stages of a campaign and final deliverables are agreed and achieved,
- Provide support for designated regions in achieving joint recruitment targets, through clear and proactive planning, tactical and reactive response and escalation of issues, where required,
- Provide on-going support for designated regional teams with operational delivery of regional activities,

Coordination and collaboration with Regional Offices and central MU services:

- Develop a marketing and CRM planning framework to ensure regional priorities, strategies and plans reflect global desires and ambitions of MU,
- Feed in to appropriate regional communication network to ensure marketing priorities, objectives and KPIs are regularly discussed, reviewed and assessed to maximise ROI of activities funded centrally and by regions,
- Principal point of contact for all marketing and recruitment queries for designated regions

Coordination and collaboration with Overseas Campuses and Partnerships:

- Principal point of contact for marketing support for overseas campuses as and when required
- Provide marketing support for new and existing international academic partnerships, ensure partners adhere to brand guidelines
- Ensure website is accurate and up to date with new and existing partnerships

Campaign financial management and performance monitoring and reporting:

- Work with regional recruitment teams to agree appropriate allocation and oversight of internal budgets, and provision of advice, guidance and on-going monitoring of regional campaign expenditure,

- Develop and implement effective reporting mechanisms to keep everyone informed of campaign progress and ensure key inputs are received – whether this be senior management approval, sign off internal stakeholder delivery or approval from key stakeholders across the university,
- Regular reporting of campaign performance to relevant university management teams and committees.

Market Research and Insight:

- Gather and share relevant qualitative and quantitative data to drive marketing tactics and develop marketing tools
- Provide insight to wider marketing team after release of annual HESA data
- Maintain dashboards with competitor level comparison and analysis

Brand guardianship and copywriting:

- Steward effective use of the Middlesex brand in relation to local market sensibilities and partnership agreements
- Strong copywriter able to write copy for campaigns, publications, web and stakeholder communications
- Ensure appropriate brand / proposition communication and development for international student recruitment audiences
- Any other duties required by the Head of Student Recruitment Marketing/Director of Marketing, including support for conversion and other on-going student recruitment projects.

Hours: The nature of the post is such that the post holder will be expected to work flexibly and for such reasonable hours as are necessary in order to fulfil the duties and responsibilities of the post. Circa 35.5h per week, increasing to 60h during the main week of Clearing Operation, where overtime will be recorded and paid accordingly.

Annual Leave: 30 days per annum plus eight bank holidays and seven University says taken at Christmas (pro rate for part-time staff) which may need to be taken as time off in lieu

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

PERSON SPECIFICATION

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Campus: Hendon

Selection Criteria:

- Relevant marketing experience, preferably working with international markets
- Experience of delivering marketing and customer engagement campaigns
- Extensive knowledge of digital, social and print marketing techniques, with a expertise in multichannel marketing setting
- Evidence of strong knowledge of global marketing techniques, and regional characteristics of particular geographical regions,

- Evidence of strong communication skills and proven ability to engage with various stakeholders
- Evidence of creation and effective use of marketing planning tools
- Evidence of strong copywriting skills
- Experience of persuading and influencing at all levels
- Budget management skills
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Desirable:

- Experience in higher/international education setting

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

Flexible working applications will be considered.

Closing date for applications: see job advertisement

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

What Happens Next ?

If you wish to discuss the job in further detail please contact Gurdip Binning at g.binning@mdx.ac.uk or on (020) 8411 5978.