

**Support and Professional Services**

**International Office**

**International Marketing Manager**

**ZZ601396**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Salary is in the range £33,943 to £37,075 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

Working hours are 37per week. Overtime is not normally payable but time off in lieu may be given. The working hours are normally from 8.30am to 5.15pm Monday to Thursday and 8.30am to 4.15pm Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned.

Leave entitlement is 32 working days per annum. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

It is a condition of the appointment for the proper performance of the duties of the post that the appointee will take up residence at a location such that they are able to fulfil the full range of their contractual duties. This residential requirement will be expected to be fulfilled within twelve months of taking up the appointment. The University has a scheme of financial assistance towards the cost of relocation, details of which can be found on the University website:

 <http://www.port.ac.uk/departments/services/humanresources/recruitmentandselection/informationforapplicants/removalandseparationguidelines>

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Under the University’s Insurance Policy we will take up references for candidates called for interview. Your current employer reference must be your current line manager. It is also a requirement of this policy that we take up references to cover the previous three years of your employment or study.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form will be provided once the selection process has been completed.

All applications must be submitted by Midnight (GMT) on the closing date published.

**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

|  |  |
| --- | --- |
| **Job Title:** | International Marketing Manager |
| **Grade:** | 7 |
| **Faculty/Centre:** | Support and Professional Services |
| **Department/Service:****Location:** | International OfficeNuffield Centre |
| **Position Reference No:** | ZZ601396 |
| **Cost Centre:** | 47500 |
| **Responsible to:** | Deputy International Director |
| **Responsible for:** | International Marketing OfficerInternational Operations OfficerIndirect: International Marketing and Operations Administrator |
| **Effective date of job description:** | January 2017 |

|  |
| --- |
| **Purpose of Job:** |
| This post will be responsible for leading the International Marketing and Operations team within the International Office. The team are responsible for delivering a programme of digital and new media marketing plans and conversion activities in line with the University’s Global Engagement Strategy for international student recruitment and engagement which is appropriate for the University. |

|  |
| --- |
| **Key Responsibilities:** |
| **Duties and responsibilities**:**Administration and Management:** To lead the Marketing and Operations Team**Marketing:** To lead in the development and implementation of a Marketing Strategy (print and digital) for the purposes of EU and International student recruitmentOther recruitment activities: To manage, manipulate and generate applicant and enquirer data reports in order to inform marketing activity**Key tasks:****Administration and Management**1. To provide line management to the International Marketing Officer and International Operations Officer
2. To manage ad hoc disciplinary, attendance, sickness, personal or other issues
3. To ensure there is a balanced distribution of work across the team by allocating projects accordingly
4. To plan and monitor activities against an agreed annual budget
5. To liaise with the University’s Marketing and Communications Department to ensure compliance with agreed corporate communications policy.

**Marketing**1. Working with the Deputy International Director, Regional Managers and Senior/International Officers to lead in the development and implementation of a

Marketing Strategy for the purposes of EU and International student recruitment, within the marketing framework managed by the Marketing and Communications Department and in line with the Global Engagement Strategy for the University.1. To develop content for an international audience both within the outside the University with particular focus on the International Office’s webpages and other platforms including social and digital media.
2. To support the development and implementation of relevant marketing collateral to support the work of the other teams within the International Office including the International Student Advisors, the Admissions team and the Exchanges team.
3. To monitor analytics (including Google Analytics) across all International Office online channels where feasible and produce data reports to assess effectiveness, taking remedial action as required
4. To take responsibility for all International Office social and digital media accounts and ensure maximum effectiveness
5. To manage lead generation and conversion campaigns, ensuring all data is captured and followed up
6. To be responsible for the International Office’s enquiry management systems with a focus on continuous improvement
7. To coordinate communications for the purposes of applicant conversion with Academic Registry, Faculty Liaison/conversion Officers and the Marketing and Communications Department
8. To identify relevant external websites on which to promote the University for the purpose of international and EU student recruitment, negotiating best package and ensuring maximum return on investment
9. To produce suitable and engaging copy for campaigns both in print and digital media.
10. To oversee relevant print marketing activity for the international office and its regional offices.
11. To oversee work with International Student Ambassadors and train them on social media usage and blogs; to oversee their input into conversion campaigns in conjunction with the International Marketing Officer
12. To keep up to date with emerging digital technologies and identify opportunities for the International Office’s digital presence, in conjunction with the Marketing and Communications Department
13. To work with the China Office General Manager and South East Asia Regional Office Director in order to advise and assist with digital marketing activities in these regions
14. To ensure that there is appropriate internal communications within the university to promote the work and achievements of the international office and the international student community.
15. To oversee the development of images and videos suitable for use in marketing campaigns for international student recruitment activity.

**Other recruitment activities**To oversee international officers trip planning and ensuring that the information is provided to an external audience in an effective and timely manner. To manage, generate and analyse applicant and enquirer data reports in order to inform marketing activity.To identify and oversee market research projects within the International Office1. Any other duties that may be reasonably required by the Deputy International Director within the scope of the role
 |

|  |
| --- |
| **Working Relationships:** |
| **Internal IO:**International DirectorDeputy International DirectorInternational Operations OfficerInternational Marketing OfficerInternational Marketing and Operations AdministratorRegional ManagersSenior/International OfficersSenior/International Student AdvisersChina Office / South East Asia Regional Office/India Business ConsultantInternational Admissions OfficerInternational Administration ManagerInternational DirectorOther International Office staffInternational Student Ambassadors**Internal University:**Pro Vice-Chancellor – Global EngagementMarketing and Communications Department staffFaculty International Coordinators and Associate Deans for Global EngagementFaculty Marketing ManagersAcademic Registry staffAcademic staffFaculty Applicant Liaison/conversion officers**External:**Online, electronic and New Media marketing suppliers Promotional merchandise suppliersAgentsInstitutional partnersStudentsOther as appropriate |

1. **PERSON SPECIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Experience of marketing products and services in overseas markets via digital platforms | E | AF, S |
|  | Line management experience | E | AF, S |
|  | Copy writing in a professional context | E | AF, S |
|  | Using Customer Relationships Management (CRM) systems | E | AF, S |
|  | Demonstrable evidence of successful management of online advertising campaigns such as Google Adwords, LinkedIn and Facebook | E | AF, S |
|  | Excellent communication skills both oral and written | E | AF, S |
|  | Evidence of experience in developing and managing new and emerging social media and digital technologies | E | AF, S |
|  | Experience of managing a mix of marketing and communications channels  | E | AF, S |
|  | Experience of managing and evaluating marketing campaigns  | E | AF, S |
|  | Experience of Higher Education marketing in overseas markets  | D | AF, S |
|  | Awareness of logistical planning and support required for overseas business visits | D | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | Creative skills to find interesting ways to present information and to generate new ideas and demonstrable evidence of successful use of innovative and imaginative ways of marketing products or services | E | AF, S |
|  | Ability to interpret the impact of technicalities for non-technical audiences | E | AF, S |
|  | Ability to give and receive constructive feedback  | E | S |
|  | Good organisation skills and the ability to meet deadlines | E | S |
|  | Ability to specify and deliver projects on time | E | S |
|  | Ability to work effectively as part of a team | E | AF, S |
|  | External contractor management | E | AF, S |
|  | Ability to work under pressure | E | S |
|  | Ability to analyse, interpret and present enquiry and applicant data | E | AF, S |
|  | Familiarity with various software packages including Microsoft office but also photo and video imaging software such as Photoshop and Lightroom. | E | AF, S |
|  | Knowledge of general characteristics of a range of overseas markets and their digital engagement | D | AF, S |
| **3.**  | **Qualifications, Education & Training** |  |  |
|  | First degree or equivalent | E | AF, S |
|  | Professional Marketing qualifications | D | AF, S |
| **4.** | **Other Requirements** |  |  |
|  | Reliable | E | S |
|  | Good negotiation skills | E | S |
|  | Cultural awareness  | E | S |
|  | Flexibility to undertake occasional overseas travel | E | S |
|  | Flexibility to undertake occasional weekend and evening work | E | S |

**Legend**

Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation, References)

**JOB HAZARD IDENTIFICATION FORM**

|  |
| --- |
| **Please tick box(s) if any of the below are likely to be encountered by the applicant. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use** [**this link**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/JobHazardInformation/) **for further information which should be considered by managers, employees and job applicants.**  |
| 1. International travel/Fieldwork
 | ♦ | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants)  |  |
| 1. Manual Handling (of loads/people)
 | ♦ | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers)
 |  | 15. Working with sewage, drains, river or canal water  |  |
| 1. Genetically Modified Organisms
 |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA
 |  | 17. Vibrating tools  |  |
| 1. Night Working

 (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment
 | ♦ | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use, book sensitization etc)
 |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/non-ionising radiation/lasers/UV radiation
 | 21. Contaminated soil/bio-aerosols |  |
| 10. Asbestos and lead  | 22. Nano-materials  |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc)  | 23. Stress Workplace Stressors (e.g. workplace demands, role clarification, relationships etc) ♦ |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

|  |  |
| --- | --- |
| **Name (block capitals)** | KATHRYN LAND |
| **Date** | January 2017 |
| **Extension number** | 3489 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.