



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

International Marketing Officer, International Office



Salary: Grade 6 (£27,025 – £32,326 p.a.)

Reference: CSINT1008

2 x ongoing roles

1 x fixed-term role until 31 December 2020

We will consider flexible working arrangements

International Marketing Officer International Office

Do you want to play a key role in developing the University's international marketing activities? Are you an excellent communicator, able to tailor bespoke messages to multiple stakeholders? Can you travel internationally at short notice for significant periods?

Three exciting opportunities have arisen within the International Office to help deliver the University's ambitious internationalisation plans. You will work with the Senior International Marketing Manager in managing the development and implementation of marketing activities and specific recruitment projects across a number of key international markets which will include one or more of the following regions – the Middle East, North and East Africa, Europe, North and Latin America.

You will be expected to apply your marketing knowledge and experience to these challenging markets and provide effective support for the University's agent, sponsor and international schools network. One of the roles will also contribute to the development and implementation of a marketing strategy for the University's International Foundation Year programme.

Excellent communication and interpersonal skills are essential in this role in order to support the development of the University's international marketing and recruitment strategy in the designated markets. With some experience in student recruitment and/or Marketing within the Higher Education sector you will also need to be flexible and self-motivated as the role involves overseas travel for a number of weeks each year to attend recruitment events. Previous experience in international student recruitment is desirable, but not a prerequisite of the role.

What does the role entail?

As an International Marketing Officer your main duties will include:

- Contribute to the formation, development and implementation of short term and long term recruitment plans for the designated regions using statistical and trends analyses and other forms of market intelligence;



- Manage the delivery of recruitment activity and participate in promotional activity in-country including exhibitions and missions and giving presentations at schools and universities;
- Contribute to the formation, development and implementation of short term and long term marketing strategy for the University's International Foundation Year programme;
- Contribute to social media channels and communities including creating effective and relevant content and measuring the impact of engagement strategies;
- Facilitate University' recruitment-related visits including organising logistical arrangements; booking flights / hotels, creating itineraries, delivering briefing sessions, producing presentations and country-specific marketing materials;
- Work with the Senior International Marketing Manager to source, develop, monitor and manage in-country agent representatives and UK and internationally based sponsors;
- Contribute to market research/market analysis and disseminate market intelligence across the University;
- Develop and maintain alumni links in a designated region, working with the Alumni team as well as hosting in-country events;
- Assist in sourcing and developing partnership opportunities and support progress of these through relevant Leeds committees;
- Provide support and advice to admissions colleagues in faculties and schools on qualifications and admissions procedures in the region to ensure a consistent university wide policy towards qualifications and programmes and identifying any gaps in knowledge;
- Contributing to the management and development of good relations with key government bodies including relevant Ministries, British Embassies, British Council and Research Council UK;
- Liaise with Student Societies, Career Service, Language Centre and others to identify and develop student country-specific activities/initiatives;
- Regularly represent the University at overseas missions, exhibitions and presentations.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.



What will you bring to the role?

As an International Marketing Officer you will have/be:

- Educated to degree level or equivalent professional experience;
- A good understanding of current issues relating to Higher Education in the UK and understanding of opportunities for UK HEI overseas;
- Experience of working in student recruitment and/or HE marketing;
- Ability to communicate effectively to a wide range of audiences including a proven ability to deliver presentations to a high level of professionalism;
- Ability to draft clear and culturally appropriate written communications;
- Ability to work both as part of a team and on own initiative managing time effectively;
- Ability to work under pressure to tight deadlines;
- Well-developed organisational skills and the ability to work on a range of projects simultaneously;
- Cultural awareness and sensitivity to deal with international students / visitors;
- Computer literacy, including familiarity with word processing, databases and spreadsheets and some knowledge of web management and social media networks;
- A valid passport, willingness and ability to travel extensively and at short notice including a willingness to travel overseas (expected to be up to ten weeks a year) and to work unsocial hours in the evening and at weekends both in the UK and overseas on behalf of the University.

You may also have:

- A qualification in marketing;
- Previous experience of working in a MENA region;
- Previous HE international recruitment experience;
- Experience of using social media in a professional capacity;

How to apply

You can apply for these roles online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.



Contact information

To explore the posts further or for any queries you may have, please contact:

Doug Pearce, Head of International Recruitment

Tel: +44 (0)113 343 3972

Email: d.w.pearce@leeds.ac.uk

Stuart Hodgson, Senior International Marketing Manager

Tel: +44 (0) 113 343 1736

Email: s.hodgson@leeds.ac.uk

Please be aware that due to periods of annual leave and international travel, it may not be possible to speak to a member of staff directly until after 2nd September.

Additional information

[University of Leeds International Students](#)

[University of Leeds International Foundation Year](#)

Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.



Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our Criminal Records information page

