**Job title:**  International Marketing Manager

**Salary range and conditions:** Grade 7 £39,355 - £48,148

**Department/Division:** Campaigns Team**,** Marketing Office, External Relations https://www.lancaster.ac.uk/external-relations

**Reports to:** Head of Campaigns

**Management for:** International Marketing Officer

**About External Relations**

The Directorate of External Relations is responsible for managing the University’s reputation and raising our profile with external influencers and stakeholders, as well as communicating with and marketing to the University’s audiences from staff, students and alumni to prospective students, our partners and their influencers, both in the UK and internationally.

The Directorate works across the University at all levels, providing support and advising colleagues as they build transformative relationships with their key audiences and communities.

As well as promoting Lancaster University as a great place to work, study and conduct world-class research, we provide support and guidance to future students in order to make informed choices and to apply to study with us.

**Job Purpose**

As International Marketing Manager, you will join a dynamic group of marketing and recruitment professionals tasked with raising the profile of Lancaster University globally. You will lead on international marketing and communications projects throughout the marketing funnel for the entire Lancaster family, which includes Lancaster UK, our network of five international study locations in China, Germany, Ghana, Indonesia and Malaysia, and numerous UK and global partnerships.

You will work with colleagues at Lancaster UK - including the Global Engagement and International Student Recruitment Teams - and with our international partners to develop existing markets and identify new and emerging opportunities.

Working with the Campaigns Team, you will plan, coordinate and implement effective marketing campaigns to target specific global regions, which recruit high-calibre applicants to Lancaster University at our UK and international study locations. This will include activities related to global reputation building and for recruitment to a range of programmes, including bachelor’s degrees, master’s degrees, PhDs, study abroad and exchange, summer schools, and transfer pathways.

As the primary marketing liaison for our international study network, you will work with marketing teams globally and with our Brand Team to ensure a consistent narrative, brand voice and visual identity is used to presents a ‘One Lancaster’ family. You will ensure that our brand and reputation is maximised for key audiences and work to increase awareness among target markets as outlined in our Global Strategy, in order to elicit action for lead generation and conversion.

This position requires a broad range of marketing skills and expertise, with specialist knowledge of brand level campaigns. Excellent account management skills and cultural awareness are essential when working with the range of internal and external global stakeholders.

**Main Responsibilities**

**Operational planning**

1. In collaboration with international recruitment and marketing colleagues, develop region-specific marketing strategies to drive student attraction and conversion.
2. Evaluate international marketing activities ensuring joined-up working practices and strategic planning, and to maximise efficiency in delivery.
3. Develop and enhance segmented enquiry and applicant communications plans for target markets.
4. Manage the international marketing budget ensuring that activities are cost effective and evaluate spending regularly to maximise ROI.
5. Lead the Global Lancaster Marketing Group and ensure international marketing priorities align with institutional strategic aims across the Lancaster global network, in particular brand messaging and media buying activity.

**Campaign development**

1. Manage the International Marketing Team to develop international marketing messaging and content in all formats, including print and digital.
2. Work with marketing functions to develop and maintain region-specific marketing collateral such as in-language print, country-specific leaflets, the international guides and corporate gifts.
3. Oversee international recruitment marketing strategies, working with in-country staff and Regional Recruitment Managers to ensure optimum ROI across all relevant channels and platforms, such as recruitment agent generated opportunities.
4. Working with global partners - such as external suppliers and agencies - manage international marketing campaigns to meet strategic aims, such as academic reputation building and student recruitment.
5. Maintain and develop the agent and partners communication plan.
6. Working with the Brand Team, ensure appropriate brand development for international audiences.

**Strategic partnerships**

1. Act as the primary point of contact for marketing support for international partnerships, including overseas study locations and our foundation programmes provider.
2. Provide marketing support for new and existing international partnerships, ensuring partners adhere to UK compliance and brand guidelines in relation to local market sensibilities and partnership agreements.
3. Ensure the website is accurate and up to date with new and existing partnership information and adheres to UK and local legislation and compliance.
4. Create bespoke collateral to support partnership development and approve content produced by partners.

**Market insight, evaluation and reporting**

1. Work closely with the Planning, Portfolio Marketing and Campaigns Teams to gather international qualitative and quantitative data to inform international marketing activity
2. Develop and implement effective reporting mechanisms to evaluate campaign performance.
3. Ensure all campaign objectives are SMART and have senior management approval.
4. Work in collaboration with the Digital Content, Campaigns and Communications teams to ensure optimum CRM, social media and online engagement. Produce metrics and reporting to show progress and highlight new opportunities.
5. Provide insight to the wider marketing team after release of international specific tools and surveys.
6. Develop and maintain management information and business information dashboards, with international competitor level comparison and analysis.

**Stakeholder engagement and liaison**

1. Represent the Marketing Office and Lancaster University on University and external committees as required.
2. Deputise for the Assistant Director of Marketing and Head of Campaigns when required.
3. Provide a key link between the Marketing Office, the Global Engagement Office and International Recruitment Office.
4. Provide specialist international marketing expertise, support and guidance – related to transnational education, student recruitment and global engagement – to agents and partner agencies, along with other areas of the University.

**People management:** As a people manager, you will be expected to actively support the wellbeing and development of your team. This includes conducting regular Performance and Development Reviews (PDRs) and providing ongoing guidance to help staff achieve their full potential. You will also be responsible for managing performance, ensuring clear expectations are set and met, and fostering a positive and supportive work environment.

**Job Hazards/Safety-Critical Duties and required Pre-employment Checks:** On occasion you may be required to work alone in a customer facing space. A full risk assessment has been conducted to ensure personal safety an emergency procedure in case of accident, fire or unprecedented incidents.

**Physical Demands:** On occasion you may be required to attend events which might involve working as a team to arrange and host a stand with marketing materials and literature. Is this is required, full training will be provided.

**Values:** In pursuit of our Vision and in keeping with our Purpose, we work to uphold our values:

* We respect each other by being open and fair and promoting diversity
* We build strong communities by working effectively together in a supportive way
* We create positive change by being ambitious in our learning, expertise and action.

The University recognises and celebrates good employment practice undertaken to address all inequality in higher education whilst promoting the importance of wellbeing for all our colleagues.

We expect all staff to embrace our core values and work positively to support equality, diversity, and inclusion, ensuring that every team member contributes to a supportive, and respectful working environment. Find out what it's like to [work at Lancaster University](https://www.lancaster.ac.uk/jobs), including information on our wide range of employee benefits, support networks and our policies and facilities for a family-friendly workplace.

**The duties outlined above are not intended to be exhaustive and may change as the needs alter in line with current agendas. This job description will be subject to periodic review and amendment in accordance with emerging needs.**

Please note: This post will require you to work during the Clearing and Confirmation period – usually the latter end of August around A level results day. Leave during this period will be restricted.