

**JOB DESCRIPTION**  
**International Marketing Manager, Marketing Office**  
**Vacancy Ref: A2974**

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| <b>Job Title:</b> International Marketing Manager   | <b>Grade:</b> 7 |
| <b>Department/College:</b> Marketing Office, Communications and Marketing Division  |                 |
| <b>Directly responsible to:</b> Head of Marketing   |                 |
| <b>Supervisory responsibility for:</b> International Marketing Coordinator  |                 |
| <b>Other contacts</b><br><br><b>Internal:</b> <ul style="list-style-type: none"> <li>• Head of Marketing</li> <li>• Head of Campaigns</li> <li>• The Marketing Office</li> <li>• Head of International Student Recruitment</li> <li>• Head of Global Recruitment</li> <li>• Head of Admissions</li> <li>• Director of Communications and Marketing</li> <li>• Director of Recruitment, Admissions and International Development</li> <li>• Head of Global Partnerships</li> <li>• Regional Recruitment Managers</li> <li>• Faculty Marketing Managers</li> <li>• Communications Manager (Social Media)</li> <li>• The Senior Management Team</li> <li>• Professional Services Teams including: Stakeholder Relations, Communications, Global Recruitment, Admissions, Student and Education Services, Facilities, International Student Advisory Service, Alumni and Development Office, Finance, HR, Information Services, Library Services.</li> <li>• Faculty and departmental academic and administrative staff</li> <li>• Lancaster University Students' Union (LUSU).</li> </ul> <b>External:</b> <ul style="list-style-type: none"> <li>• Prospective Students and their influencers</li> <li>• University student recruitment agents and representatives</li> <li>• Partner organisations and agencies</li> <li>• The British Council</li> <li>• The University and Colleges Admissions Service (UCAS)</li> <li>• Sponsoring organisations</li> <li>• International feeder schools and colleges</li> <li>• Creative agencies and suppliers</li> <li>• Other institutions and organisations as appropriate.</li> </ul> |                 |

**The Role:**

As International Marketing Manager, you will join a team of marketing and recruitment professionals tasked with bringing high-calibre overseas applicants to Lancaster University.

You will plan, coordinate and implement effective marketing campaigns to target specific global regions, working with colleagues to develop existing markets and identify new and emerging opportunities.

You will ensure that our brand and reputation is maximised for key audiences and work to increase awareness amongst target markets as outlined in our Global Strategy, in order to elicit action for lead generation and conversion.

**Major Duties:****Operational planning**

1. In collaboration with international recruitment and marketing colleagues, develop region-specific marketing strategies and operational plans to drive student attraction and conversion.
2. To evaluate international marketing activities ensuring joined-up working practices and strategic planning, and to maximise efficiency in delivery.
3. To implement segmented enquiry and applicant communications plans for target markets
4. To manage the international marketing budget ensuring that activities are cost effective and evaluate spending regularly to maximise ROI.
5. To be an active member of the Regional Strategy Groups and ensure international marketing priorities align with institutional strategic aims.

**Student attraction and conversion**

6. To develop international marketing content in all formats, including print and digital (CRM and web).
7. To work with central marketing functions to develop and maintain region-specific marketing collateral such as in-language print, country-specific leaflets, the International Guide and corporate gifts.
8. To oversee international recruitment social media strategy, working with in-country staff, Regional Recruitment Managers and the Communications Manager (Social Media), to ensure optimum social media engagement across all relevant channels and platforms.
9. To manage international marketing recruitment campaigns such as Clearing, Lunar New Year and #Weareinternational/Lancaster.
10. To develop an agent and partners communication plan.
11. To ensure appropriate brand development for international student recruitment audiences.

**International campuses and partnerships**

12. To act as the primary point of contact for marketing support for international campuses and partners.
13. To provide marketing support for new and existing international academic partnerships, ensuring partners adhere to UK compliance and brand guidelines in relation to local market sensibilities and partnership agreements.
14. To ensure the website is accurate and up to date with new and existing partnerships.
15. To create bespoke collateral to support partnership development.

**Market insight, evaluation and reporting**

16. To work closely with the Market Research Team to gather international qualitative and quantitative data to inform international marketing activity
17. To develop and implement effective reporting mechanisms to evaluate campaign performance.
18. To ensure all campaign objectives are SMART and have senior management approval.

19. To 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.
20. To provide insight to the wider marketing team after release of International Student Barometer and other specific international tools and surveys.
21. To develop and maintain tableau dashboards, with international competitor level comparison and analysis.

**Stakeholder engagement and liaison**

22. To represent the Marketing Office and Lancaster University on University and external committees as required.
23. To deputise for the Head of Marketing and Head of Campaigns when required.
24. To provide a key link between the Marketing Office, the Global Partnerships Office and Global Recruitment Office.
25. To provide specialist international marketing expertise, support and guidance to agents and partner agencies, along with other areas of the University.

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.