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| Last updated: | January 2024 |

**JOB DESCRIPTION**

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| Post title: | **Marketing Manager – International** | | |
| Standard Occupation Code: (UKVI SOC CODE) | TBC 242X – Depends on Specialist Area and Key Accountabilities | | |
| School/Department: | Global Recruitment, Admissions and Marketing (GRAM) | | |
| Faculty: | Student Experience Directorate (SED) | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 4 |
| \*ERE category: | n/a | | |
| Posts responsible to: | Head of International Marketing | | |
| Posts responsible for: | Marketing Coordinator | | |
| Post base: | Office-based/Non Office-based (see job hazard analysis) | | |

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| Job purpose |
| To manage and coordinate the provision of marketing activity to support the recruitment of numbers and quality of International students according to the University Strategy and Student Recruitment Strategy within Global Recruitment, Admissions and Marketing (GRAM).  To do this by taking the lead on development of the International marketing plan to reach target audiences for International recruitment. Plans will cover a broad range of tactics and focus on strategic priorities in liaison with the International Office’s country officers and our wider University strategic objectives. Manage implementation of the plan and liaise with external marketing agencies.  Liaise with the faculty marketing team and regional international officers to ensure the right focus of subject to region.  Liaise with both the UG and PG Marketing Managers to ensure the International needs are incorporated into UG and PG campaigns |

| Key accountabilities/primary responsibilities | | % Time |
| --- | --- | --- |
|  | To analyse information and data to support development of the marketing plan for international students to place the University in a strong market position making a clear proposition to prospective students, by working from the International Strategic Plan and the IO regional objectives. | 30 % |
|  | Take the lead on delivery of the marketing plan working with appropriate external marketing agencies. Brief activity to agencies and ensure activity is implemented effectively. | 30 % |
| 3. | To work with the international office to provide assets to the international sales team focusing on subjects by country and develop a promotional plan for agents as agreed with the IO and to position the University competitively | 10 % |
| 4. | To report on market and campaign performance and activity to improve performance by making recommendations and changes to the next campaign as relevant | 10 % |
| 5. | Liaise with the UoSM Marketing team to ensure marketing activity assets and activity are aligned where required to be and students transferring into Southampton campus are accommodated | 5% |
| 6. | Manage awareness and promotion of pathways to the University of Southampton to optimise recruitment of quality students. Work with external providers to ensure the correct information and content is used to promote the University of Southampton. | 5 % |
| 7. | Contribute, as a member of the Marketing, Recruitment and Events Team towards broader initiatives to ensure and implement an excellent applicant and student experience.  Participate in cross-functional activities such as international student registration, open days and student recruitment events, confirmation and clearing. | 5 % |
| 8. | Any other duties as allocated by the line manager following consultation with the post holder. | 5 % |

| Internal and external relationships |
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| Key relationships within Global Recruitment, Admissions and Marketing (GRAM), Student Experience Directorate  External agencies and customers, particularly prospective students and teachers |

| Special Requirements |
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| Demonstrate University of Southampton behaviours (Embedding Collegiality – see below). |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Skill level equivalent to achievement of HND, Degree, NVQ4 or basic professional qualification in marketing  Either a degree in a relevant discipline (Marketing/Business) or having worked as a marketing officer and gained the relevant experience  Proven experience of planning and progressing marketing activities delivering to an agreed marketing plan  Understanding how marketing can add value and support the objectives of the University.  Able to apply an awareness of principles and trends in marketing and an awareness of how this affects activities in the University. | Membership of CIM  Previous experience in the HE or another public sector  International campaign development and delivery experience |  |
| Planning and organising | Able to develop a campaign plan based on data and insight  Able to seek opportunities to progress a broad range of activities within professional guidelines and in support of University policy. | Experience of implementation of a marketing plan and multi-faceted aspects of one plan  Evidence of agile working and being responsive to market conditions during the life of a marketing plan |  |
| Problem solving and initiative | Able to develop understanding of long-standing and complex problems and to apply professional knowledge and experience to solve them. | Ability to develop fast and accurate solutions to arising issues |  |
| Management and teamwork | Able to proactively work with colleagues in other work areas to achieve outcomes.  Able to delegate effectively, understanding the strengths and weaknesses of team members to build effective teamwork.  Able to formulate development plans for own staff to meet required skills. | Evidence of ability to influence and lead associated operational teams |  |
| Communicating and influencing | Able to provide accurate and timely specialist guidance on complex issues.  Able to use influencing and negotiating skills to develop understanding and gain co-operation. |  |  |
| Other skills and behaviours | Proficiency in partnership working, understanding competing priorities and ensuring mutual benefit. |  |  |
| Special requirements |  |  |  |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| Yes | If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below. |
| No | If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below.  Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder. |

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

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| **ENVIRONMENTAL EXPOSURES** | **Occasionally**  (<30% of time) | **Frequently**  (30-60% of time) | **Constantly**  (> 60% of time) |
| Outside work |  |  |  |
| Extremes of temperature (eg: fridge/ furnace) |  |  |  |
| ## Potential for exposure to body fluids |  |  |  |
| ## Noise (greater than 80 dba - 8 hrs twa) |  |  |  |
| ## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below: |  |  |  |
| Frequent hand washing |  |  |  |
| Ionising radiation |  |  |  |
| **EQUIPMENT/TOOLS/MACHINES USED** | | | |
| ## Food handling |  |  |  |
| ## Driving university vehicles(eg: car/van/LGV/PCV) |  |  |  |
| ## Use of latex gloves (prohibited unless specific clinical necessity) |  |  |  |
| ## Vibrating tools (eg: strimmers, hammer drill, lawnmowers) |  |  |  |
| **PHYSICAL ABILITIES** | | | |
| Load manual handling |  |  |  |
| Repetitive crouching/kneeling/stooping |  |  |  |
| Repetitive pulling/pushing |  |  |  |
| Repetitive lifting |  |  |  |
| Standing for prolonged periods |  |  |  |
| Repetitive climbing (ie: steps, stools, ladders, stairs) |  |  |  |
| Fine motor grips (eg: pipetting) |  |  |  |
| Gross motor grips |  |  |  |
| Repetitive reaching below shoulder height |  |  |  |
| Repetitive reaching at shoulder height |  |  |  |
| Repetitive reaching above shoulder height |  |  |  |
| **PSYCHOSOCIAL ISSUES** | | | |
| Face to face contact with public |  |  |  |
| Lone working |  |  |  |
| ## Shift work/night work/on call duties |  |  |  |

Appendix 1. Embedding Collegiality

Collegiality represents one of the four core principles of the University; Collegiality, Quality, Internationalisation and Sustainability. Our Southampton Behaviours set out our expectations of all staff across the University to support the achievement of our strategy.

