

UNIVERSITY OF OTAGO
Te Whare Wananga o Otago

JOB DESCRIPTION

ROLE TITLE:	International Marketing Coordinator
DEPARTMENT:	International Marketing & Recruitment, International Office
SCHOOL / DIVISION:	External Engagement Division
REPORTS TO:	Team Leader, International Marketing
DIRECT REPORTS (FTE):	Nil
INDIRECT REPORTS (FTE)	Nil

1. PRIMARY PURPOSE OF THE ROLE:

Coordinate and support the efficient and effective production and delivery of the University's international marketing, engagement and partnership activities. Assist with the production, delivery and measurement of University's international marketing programmes, campaigns and activities.

The International Marketing and Recruitment Team within the International Office is responsible for coordinating the promotion of the University overseas and to international audiences onshore.

2. ACCOUNTABILITIES:

- Provide, produce and coordinate marketing support and outputs for the International Office's marketing, promotional and advertising activities, in line with University marketing and brand strategies.
- Support the development, planning, delivery and distribution of international marketing campaigns and activities; ensuring relevant stakeholders are consulted and needs are addressed.
- Contribute to ideas generation and undertake activities such as: assist with campaign planning and scheduling, budgeting and activity planning; coordinate production and delivery of marketing materials liaising with contributing service providers as necessary; implement campaign activity across international marketing channels; and coordinate implementation of tracking and metric systems and processes to measure outcomes.
- Seek new opportunities for enhancing the delivery of international marketing services and operational activities.
- Develop and maintain a knowledge of the international education sector, the University's international student pathways and options for study, and of the University's key markets.
- Develop and maintain knowledge about the University's international student agencies, and the process for appointing, managing, and terminating relevant agency agreements.
- Contribute to projects relevant to international engagement, student recruitment, international marketing and/or business development.
- Coordinate logistics and liaise with relevant departments to support visiting group programmes (e.g. agent/ student famils, short inbound programmes, partner visits)
- Collaborate with peers and other stakeholders, contribute to resolving common issues, maximise efficiency, and leverage collective knowledge.
- Provide occasional back up for Regional Marketing Managers by representing the University at events both offshore and onshore, where needed.
- Perform Divisional Health & Safety Officer (DHSO), first aid and/or fire warden duties (if required).

Along with general responsibilities, International Marketing Coordinators are assigned principal or support responsibility for one or more of the following areas:

Agent Management

Provide agent management support functions, including but not limited to:

- Drafting agent and partner agreements and monitoring the renewal of expiring agreements
- Provision of resources and key information to agents, including responding to enquiries from agents and partners
- Reconciling and arranging payments for agent commission invoices
- Administrate the eVision agent portal and support and provide guidance to agents in their use of eVision.

Publication Coordination

Coordinate activities related to student recruitment and marketing collateral, including but not limited to:

- Coordinating the production of marketing publications and other collateral including sourcing and writing copy, sourcing images and coordinating talent
- Arranging production and distribution of materials, and ensuring appropriate stock levels are available for on and off-shore activities
- Preparing and disseminating marketing collateral to recruitment agents, partner institutions, government agencies, other University departments.

Content Marketing

Identify opportunities and generate content across digital and traditional marketing channels that includes, but is not limited to:

- Producing articles
- Securing and writing testimonials
- Coordinating, editing and distributing the agent newsletter
- Supplying University of Otago information and content to partners and agents

Digital Marketing

Develop and implement multi-channel promotional content for use across International Office marketing and communications channels, including, but not limited to:

- In collaboration with the web team in Marketing Services, maintaining the International Office's webpages so they remain accurate, engaging and encourage lead generation
- Monitoring and maintaining the University of Otago's profile on external and third party providers of digital marketing resources
- Actively managing the International Office's social media accounts
- Planning, implementing and measuring the success of digital marketing campaigns

3. KEY RELATIONSHIPS:

Internal

- All other staff within the International Marketing and Recruitment Team, and the International Office more broadly.
- Manager of International Marketing and Recruitment and Director International
- Staff within the English Language Centre and Otago Pathway areas of the Academic Division.
- Staff within the Student Experience and AskOtago areas of the Shared Services Division.
- Staff within Marketing Services and Communications Services, Division of External Engagement.

External

- University of Otago Agency partners, partner institutions
- Representatives of Education NZ, NZTEC, NZVCC, Ministry of Education (International Division) and Study Dunedin
- Representatives of other NZ and International Universities, Government Departments and Organisations

4. QUALIFICATIONS & EXPERIENCE:

Essential

- Tertiary qualification in a relevant field

- 3+ years' relevant marketing experience.
- Experience supporting and/or coordinating the delivery of marketing activity, campaigns, and coordinating advertising and promotions.
- An understanding of the requirements of effective marketing, and the ability to apply this understanding to the objectives of the International Office.
- Experience producing marketing content and collateral, and in generating creative marketing ideas.
- Strong interpersonal skills with the ability to communicate clearly and concisely, both verbally and in writing, especially in the role of brand/organisation representative.
- Evidence of the ability to communicate effectively and sensitively with speakers of languages other than English.
- Excellent planning, organisational and time management skills with the ability to manage a complex workload with multiple deadlines in a systematic way.
- A professional, accountable, service-oriented approach to work.
- Ability to work effectively and productively under pressure, while maintaining a high level of accuracy.
- Ability to work independently as well as a member of a team.

5. TECHNICAL SKILLS & KNOWLEDGE:

Essential

- Proficiency in the Microsoft suite of programmes; well-developed keyboard and word-processing skills.
- Proficiency and good knowledge in the use of online and social media platforms.
- Good knowledge of digital marketing tools and systems (CRM, analytics, SEO, Google AdWords)
- Knowledge of SEO and modern marketing technologies and channels.
- Knowledge of marketing principles and processes.

Preferred

- Knowledge of tertiary marketing environment.
- Knowledge of the international education environment.

6. SPECIAL REQUIREMENTS:

Nil.

7. DIRECT BUDGET ACCOUNTABILITY:

Nil

9. MĀORI STRATEGIC FRAMEWORK

Act in a manner consistent with the principles and implications, as well as the University's commitment to the Treaty as articulated in the Māori Strategic Framework.

10. HEALTH & SAFETY:

Act and work in a manner compliant with current health and safety at work legislation and University procedures, frameworks and guidelines. Role model safe behaviour and practices, share the responsibility to prevent harm and contribute to a safe campus and work environment, including raising workplace health and safety concerns for self, students, visitors and other staff.

11. SUSTAINABILITY

Act in a manner consistent with the University's sustainability commitments; role-modelling sustainable practices, with a particular emphasis on minimising the environmental impact of day-to-day activities.