



Candidate Information

Position: AHSS Global Marketing and Student Recruitment Officer
School/Department: Faculty Office AHSS
Reference: 24/112040
Closing Date: Monday 29 July 2024
Salary: £39,922 - £47,631 per annum
Anticipated Interview Date: Wednesday 21 August 2024

JOB PURPOSE:

The Global Marketing and Student Recruitment Officer will work collaboratively with key stakeholders across schools within the faculty, with the faculty Dean of Internationalisation, and with the Queen's Global Directorate. The post holder will develop and deliver marketing and student recruitment activities within the faculty in pursuit of ambitious global student recruitment targets. This role will be key in helping the faculty to achieve its global student recruitment targets within the framework of Strategy 2030.

MAJOR DUTIES:

1. Work with the Student Recruitment Manager in planning and implementing the faculty's international recruitment strategy in a range of countries worldwide, to optimise the recruitment of international students.
2. Provide specialist global marketing and student recruitment expertise for the faculty, bringing clarity to current and potential market opportunity, leveraging the in-market activity to the benefit of the faculty.
3. Provide plans to support international student recruitment and advice and guidance to academic colleagues on articulation of USPs – nuanced to meet the needs of the target audience. Produce marketing and communications materials which maximise these advantages and support global marketing and recruitment initiatives.
4. Formulate comprehensive worldwide marketing and CRM strategies collaboratively, incorporating contributions from each pertinent region. Align these plans with market intelligence, regional expertise, and central insights to guarantee that all approved initiatives make optimal use of the latest marketing tools and techniques.
5. Plan recruitment and promotional visits representing the faculty overseas and through online/virtual channels.
6. Provide strategic direction to help inform region-specific digital marketing initiatives, ensuring the highest level of digital engagement across all pertinent channels and platforms.
7. Management of staff within the Student Recruitment Hub to ensure they are working effectively to achieve faculty targets.
8. Use, develop and maintain relevant management information systems and procedures to inform decision making and reporting.
9. Become 'product expert' for faculty and deal with enquiries relating to student recruitment.
10. Work closely with colleagues in Queen's Global to ensure marketing and communications approach to student recruitment is in line with corporate approach.
11. Remain informed and up to date with an understanding of higher education issues within a global context.
12. Manage an annual budget for international recruitment activities.
13. Undertake other duties as required by the Student Recruitment Manager and faculty management team.

ESSENTIAL CRITERIA:

1. An honours degree (or equivalent qualification) in any subject plus significant recent experience in a relevant marketing/student recruitment OR substantial recent experience in a relevant marketing role.
2. Experience of developing and implementing innovative marketing strategies / medium to long term plans.
3. Experience of market research and analysis and of producing marketing reports.
4. Experience of producing a range of marketing material for online and print.
5. Experience of digital marketing using web tools and techniques.
6. Experience of using CRM systems.
7. Track record of working with a broad product portfolio and marketing across multiple channels.

8. Excellent presentation skills.
9. Excellent written communication skills, particularly skilled in writing engaging copy for all marketing channels.
10. Good interpersonal and communication skills, including the ability to persuade, motivate and organise others.
11. Ability to work independently with a high level of self-motivation, whilst also working in a wider team.
12. Good IT skills, including Word, Excel, and PowerPoint.
13. Willingness to work in evenings, weekends and public holidays as is required to meet the requirements of the role.
14. Willingness to undertake travel within the UK, EU, and international markets.
15. Hold a passport with more than six months validity and with no restrictions.

DESIRABLE CRITERIA:

1. An honours degree (or equivalent) in a marketing or communication related subject.
2. Demonstrable understanding of the complexities of marketing Higher Education in international markets or the student market.
3. Experience working in a role with responsibility for achievement of individual or team sales or business development targets.
4. Staff supervision experience.
5. Budget management experience.