

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	N/A
Core Job Role:	N/A
Job Title:	International Marketing Coordinator
Reports to:	International Recruitment Manager
Grade	B
Date of compilation:	March 2024

ROLE SUMMARY:

This role is responsible for developing and implementing marketing activities to help achieve ambitious international student recruitment plans

Play a key role in creating marketing campaigns and materials to launch new courses working closely with the central Marketing team

This role will support international student recruitment and marketing activity primarily for the University Centre. Additionally, the role will work closely with colleagues supporting Leeds Conservatoire international recruitment.

Travel, as required, to support in-country recruitment.

SPECIFIC ROLE RESPONSIBILITIES:

- In consultation with the marketing team, as well as other internal colleagues and external organisations as appropriate, to contribute to the development of marketing communications, channels and materials (hard copy and digital) that support and promote international student recruitment activity.
- Work closely with the internal marketing team to create and deliver successful marketing campaigns
- Undertake activity which contributes to the conversion strategy and ensures an increased brand awareness with agents, schools and institutions.
- Analyse and track a wide variety of implemented campaigns, making adjustments in real time, and proposing new approaches for future recruitment cycles.
- Propose and implement marketing activity to support the KPIs of the institutions, demonstrating a clear rationale with regards to regional targeting and resources used.

6. Contribute to the formation, development and implementation of short term and long term marketing strategy for the launch of new courses across the institutions
7. As required; participate in promotional activity in-country including exhibitions, school fairs, agent visits and giving presentations at schools and universities
8. Managing the administration and record keeping of agents contracted to work with the institutions; being aware of relevant laws such as data protection and UKVI guidance for working with these partners.
9. Support in the delivery of relevant training to external parties such as agents.
10. Work with external parties who provide marketing on behalf of the institutions, for example on Chinese platforms, to ensure they adhere to brand guidelines and share relevant messaging
11. To provide administrative support for the team, including, responding to enquiries from both UK (international) and international schools and maintaining up to date information on the Luminate Group websites and other external websites as necessary.
12. Organise incoming visits to the institutions from potential students and their parents, agents, school visits, and other external stakeholders. This includes liaising with the UK recruitment team to employ Student Ambassadors for relevant work to support this and other activity
13. Provide administrative support with regards to finance processes
14. Whilst overseas travel is not a key aspect of this role, some such travel may be required.

CORE RESPONSIBILITIES:

15. Attend and contribute to team meetings, planning days and other departmental staff events.
16. Liaise with external agencies as required.
17. Engage in policy development and review activities.
18. Develop and maintain offline and online information and communication.
19. Participate in relevant student activities and enrolment, which will involve occasional weekend and evening work.
20. Attend and contribute to team meetings and staff development activities, sharing information and best practice.
21. Provide information and data to enable timely reports to be collated.

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.

- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Ownership & performance

Using our robust business planning model to allow areas to have clear ownership over their vision and remit.

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

Person Specification

Job Title:	International Marketing Coordinator
Department	International Recruitment

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Relevant English and Math's qualifications to Level 3 or equivalent.	A / C
E	Q2. Education to degree level or equivalent professional experience	A / C
D	Q3. A qualification in marketing, or equivalent relevant experience	A / C
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of working in a role creating engaging and relevant content and assets across print, web and digital formats	A / I
E	EK2. Excellent people skills and the ability to establish positive relationships with a variety of internal and external stakeholders	A / I
E	EK3. Experience of working on multiple projects with the ability to keep stakeholders updated and manage own time effectively	A / I

D	EK4. A sound understanding of digital marketing including organic, paid search, paid social, and use of new digital technologies	A / I
D	EK5. Experience in carrying out and analysing market research, as well as reviewing campaign performance to inform future activity	A / I
D	EK6. Knowledge of international student recruitment marketing and / or working in education	A / I
D	EK7. Experience of living and working outside the UK and/or competency in a language other than English.	A/I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Excellent written and verbal communication skills. Must be proficient at written English and able to create accessible and engaging messages for those who may not have English as a first language.	A / I
E	SC2. Ability to prioritise own workload, use initiative and manage multiple deadlines	A / I
E	SC3. Ability to work well under pressure to meet tight timescales/targets.	A / I
E	SC4. Cultural awareness and sensitivity to deal with international students / visitors	A / I
E	SC5. A good level of competency in Microsoft Office programmes including, but not limited to, Teams, Powerpoint, Excel, Word.	A / I
E	SC6. Willingness to work occasional out of hours (evenings and weekends) as required as well as across the UK and internationally	A / I
D	SC7. Experience developing and implementing successful marketing campaigns for an overseas audience	A / I
Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity and inclusion	I

E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I