

Marketing Coordinator

Salary Range: £22,000 - £27,000 per annum

Permanent – Full Time

Navitas is a diversified global education provider that offers an extensive range of educational services for students and professionals including university programs, professional and language training.

The Marketing Coordinator is responsible for leading the College's marketing and communications function. Working closely with the University Partner (UP), Navitas Shared Services, a global network of Source Country Offices and the wider College team, the role will be responsible for extracting, developing and maintaining the college's value proposition, as well as the subsequent development of suitable marketing materials and collateral, student attraction campaigns (via all forms of media) and the ongoing management of the College's social media/online presence.

The Marketing Coordinator will work with the Director of Marketing and Admission (DMA) to develop and execute a detailed marketing and communications plan and will be expected to lead on the monitoring and reporting of the current educational landscape.

Essential Criteria:

- Tertiary Level education or possess related sector qualifications/training
- Experience of working in a marketing or creative communications function
- In-depth understanding of social media trends and online campaign activities
- Demonstrable experience of working to brief
- Proven ability to organise workload and to cope with a variety of task demands
- Proven ability to adhere to deadlines and work in a high-pressure environment
- Flexible attitude to work including a willingness to work weekends and evenings when required in support of student and administrative activities
- Proven ability as a team player
- Impeccable written communication skills
- Creative skills with an ability to 'think outside the box'
- Effective interpersonal skills with a variety of cultural and ethnic stakeholder groups
- Computer literacy skills inclusive of demonstrated competence with the Microsoft Office suite – PowerPoint, Excel, Word and Outlook
- Proactive work habits
- Possess a "can do" mentality
- Shine when under pressure

For more detailed information about this role, please read the attached Information Sheet.

Applicants must be able to demonstrate that they are eligible to work in the UK on an ongoing basis. CRIC is a safeguarding employer and the successful applicant will be required to undergo an enhanced DBS check.

What we Offer

Navitas employees have access to a wide range of employee benefits and outstanding long-term career opportunities within the UK and abroad. Navitas is a values driven and an equal opportunity employer. CRIC reserve the right to fill the position by invitation.

Enquiries and applications, including both a covering letter and Curriculum Vitae (CV), should be sent to:

Bob Baddeley | College Director Principal | Bob.Baddeley@cric.anglia.ac.uk

Applications close at **12:00 on Friday 12th May 2017.**

We regret that due to the volume of the applications, only successful applicants will be contacted.

Position Description

POSITION TITLE:	Marketing Coordinator
POSITION STATUS:	On-going following successful probation
SALARY RANGE:	£22,000 – £27,000 per annum
RESPONSIBLE TO:	Director of Marketing and Admissions
BONUS SCHEME:	Access to EVA (10% of fixed salary)
PENSION SCHEME:	Access to company pension scheme
PROBATION PERIOD:	Three (3) months
ANNUAL LEAVE:	36 days inclusive of eight (8) Bank Holidays

Division:	University Programmes Division
Reports to:	Director of Marketing and Admission

Overview of the Position:

The Marketing Coordinator is responsible for leading the College's marketing and communications function.

Working closely with the University Partner (UP), Navitas Shared Services, a global network of Source Country Offices and the wider College team, the role will be responsible for extracting, developing and maintaining the college's value proposition, as well as the subsequent development of suitable marketing materials and collateral, student attraction campaigns (via all forms of media) and the ongoing management of the College's social media/online presence.

The Marketing Coordinator will work with the Director of Marketing and Admission (DMA) to develop and execute a detailed marketing and communications plan and will be expected to lead on the monitoring and reporting of the current educational landscape.

The Marketing Coordinator will establish strong links with key stakeholders in order to ensure;

- alignment to the Navitas and UP brand guidelines,
- accuracy of information, and
- maximum impact of campaign activities and collateral.

The Marketing Coordinator is expected to work effectively within a cross-functional College team environment.

Key Relationships:

- i. Director of Marketing and Admissions (DMA)
- ii. Navitas Shared Services
- iii. Navitas Source Country Offices
- iv. Navitas Community of Excellence
- v. University Partner's Marketing Team
- vi. University Partner's International Recruitment Office
- vii. College's Administration Team
- viii. College Director Principal (CDP)

Key Result Areas:**Brand, Value Proposition and Marketing Development**

- Lead Business Unit (BU) awareness/interest campaign development
- Lead joint marketing campaigns, across all media platforms (BU and UP)
- Create marketing collateral content (copy for brochures, website and flyers)

Target Setting

- Inform the monitoring and reporting of the student educational landscape (including competitors and partners)
- Lead the monitoring and reporting of University Partner educational landscape and product development

Marketing and Lead Generation

- Lead BU specific digital/online/web strategies
- Create BU specific digital/online/web content
- Develop BU tactical social media/web initiatives
- Report on return on investment of all campaigns

Sales Tools

- Develop and maintain sales toolkit content, including BU value proposition, for all Source Country Offices and Navitas Shared Services

Conversion and Student Arrival Tools

- Create information packs for prospective students
- Assist in the creation of pre-departure and arrival packs for students

Other

- Participate in enrolment and orientation activities
- Carry out duties as may be required by the DMA and CDP

Qualifications and Selection Criteria

Attribute	Essential	Desirable
Qualifications and professional development	<ul style="list-style-type: none"> • Tertiary Level education or possess related sector qualifications/training 	<ul style="list-style-type: none"> • Degree level study
Knowledge and experience	<ul style="list-style-type: none"> • Experience of working in a marketing or creative communications function • In-depth understanding of social media trends and online campaign activities • Demonstrable experience of working to brief • Proven ability to organise workload and to cope with a variety of task demands • Proven ability to adhere to deadlines and work in a high-pressure environment • Flexible attitude to work including a willingness to work weekends and evenings when required in support of student and administrative activities • Proven ability as a team player 	<ul style="list-style-type: none"> • Experience of working in a university environment in a marketing or international function • Copywriting experience • A working knowledge of international social media platforms • Front-line customer relationship management to multicultural clientele • An effective knowledge of university pathway programmes and/or tertiary education
Skills	<ul style="list-style-type: none"> • Impeccable written communication skills • Creative skills with an ability to ‘think outside the box’ • Effective interpersonal skills with a variety of cultural and ethnic stakeholder groups • Computer literacy skills inclusive of demonstrated competence with the Microsoft Office suite – PowerPoint, Excel, Word and Outlook • Proactive work habits 	
Personal Attributes and Values	<ul style="list-style-type: none"> • Possess a “can do” mentality • Shine when under pressure 	<ul style="list-style-type: none"> • Resilient in pursuit of excellence

Company Overview

Navitas Limited is an Australian owned public listed company. Navitas is an industry leader in providing managed campus services, pre-university and university pathway programmes for domestic (Australia only) and international students. Navitas conducts a wide range of activities in Asia, North America, Africa, Australia, Continental Europe and the United Kingdom. Navitas Colleges are modern and dynamic educational institutions committed to providing quality educational programmes and excellent student support in an environment that encourages students to achieve the best possible results in their studies. The UK Colleges offer a range of Degree Programme Elements from undergraduate Level 0 (Foundation) to FHEQ Level 4, university degree studies and postgraduate Masters Preliminary programmes in a wide range of degree pathways. The Colleges are all based on the campus of their Partner University and as such are Associate or Affiliate Colleges of their Partner University. Navitas students benefit from the range of facilities open to all University students.

Currently there are ten (10) Navitas Colleges in the United Kingdom:

1. Hertfordshire International College (HIC) is located on the University of Hertfordshire's College Lane Campus in Hatfield
2. London Brunel International College (LBIC) is located on the Uxbridge campus of Brunel University
3. Cambridge Ruskin International College (CRIC) is located on Anglia Ruskin University's Cambridge campus
4. The International College Wales Swansea, (ICWS) is located on Swansea University's Singleton Park campus
5. The International College Portsmouth (ICP) is located on the University of Portsmouth's campus in central Portsmouth
6. The Plymouth University International College (PUIC) is located on Plymouth University's campus in central Plymouth
7. The International College Robert Gordon University (ICRGU) is located on Robert Gordon University's Garthdee campus in Aberdeen
8. The Edinburgh International College (EIC) is located near Edinburgh Napier University's Craiglockhart campus in central Edinburgh
9. The Birmingham City University International College (BCUIC) is located on Birmingham City University's Bournville campus
10. University of Northampton International College (UNIC) is located on University of Northampton's Park Campus.