



Job Description

Job Title: Marketing and Communications Manager

Direct supervisor: Senior Director of Marketing & Communications

Department: Marketing

Supervisees: N/A

1. The basic purpose and primary objectives of this position are:

Working collaboratively with the Marketing & Communications Team, you will support the departments evolving marketing and recruitment plan through management of print and electronic projects. Primarily, this will include:

- Prospective Student Data Management and Marketing
 - Manage student data collection from study abroad fairs and ensure information is correctly and carefully tagged, uploaded, and stored correctly in marketing automation platform.
 - Work with the team to determine a marketing journey for all audiences (using FIE platforms such as CRM and Mailchimp).
 - Design and deploy FIE branded email templates for these journeys.
 - Manage student data collection from inquiring students via FIE direct inquiries (including studyabroad@fie.org.uk) and online listing inquiries.
- Print and Electronic Communications
 - Monitor consistency of FIE's brand across print and electronic communications, using FIE's logo, colour palette, designs, typography, and phrasing as dictated by the Brand Guidelines and Key Messages
 - Design, provide accurate content, and project manage printed and digital materials to support student recruitment initiatives:
 - Including but not limited to flyers, brochures, postcards etc
 - Design, provide accurate content, and project manage printed and electronic materials to support FIE staff and current students:
 - Including but not limited to advertisements, newsletters, current student emails, invitations, events, etc
- Marketing and event support for the annual Student Global Leadership Conference (SGLC). This is the most important event FIE undertakes and you will be involved in both the strategic and operational aspects of its success, including pre and post event email campaigns, the conference workbook, and promotional items.
- Become an expert in using FIE's logo, colour palette, designs, typography, and phrasing as dictated by the Brand Guidelines and Key Messages
- Management of promotional items for FIE staff and recruitment
- Distribute logo and graphics to external audiences according to brand guidelines
- Ensure accurate and current projects are kept within the Asset Library and Marketing and Publications folder

Your secondary duties and responsibilities include but are not limited to:

Assistance with special events and projects within the Marketing Team, such as:

- Supporting your departmental colleagues in print, digital, email campaigns or other special requests.
- Serving on FIE working groups or committees, as pre-determined and logical within the Communications team.



2. The *managerial* and *team-working* duties and responsibilities include:

You will work closely with other members of the Marketing & Communications Team to ensure that projects, both digital and print, are delivered on time and meet departmental goals.

FIE is an organization where all members of the team must be in constant communication, for example meeting with our US-based Institutional Relations Team to understand their collateral needs for study abroad fairs, collaborating with the Student Global Leadership Conference team to establish deadlines for conference email campaigns, and liaising with wider Marketing Team to discuss current priorities. Lots of collaboration and communication is required for this position.

3. The *developmental* and *research* duties and responsibilities include:

You will be responsible for staying up to date on our current platforms to support FIE's overall marketing strategy. You may need to research best practice or changes to our platforms, communicate those changes to the Director of Marketing, and adjust and execute as necessary.

4. The *operational*, *administrative* and *maintenance* duties and responsibilities on a routine, day to day basis include:

As a trusted member of the Marketing Team, you will be one of a small number of staff with access to FIE's website and social channels. You may be asked to assist in:

Web Site Maintenance

- Action requests for website updates and changes.
- Work with various teams within FIE to ensure information for programs, dates, fees, syllabi, etc. are up to date and correct on the FIE website.

5. The main skills and qualifications required for this job are:

The Marketing Manager must be skilled in in project management, print communications, and data management.

- BA in Communications, Marketing or other relevant area
- Demonstrable experience in project management including web and print aspects of a busy communications and marketing office
- Experience in marketing automation tools (Mailchimp)
- Working knowledge of visual design applications to create print and digital collateral (such as Adobe Creative Cloud, Canva)
- Previous experience working as part of a team whilst being able to work independently
- Strong multitasking and prioritisation skills
- Excellent writing skills
- Thoughtful and meaningful interpersonal communication skills
- Attention to detail

Desired Qualifications/Experience:

- Experience in and/or a comprehensive understanding of the US higher education market with particular emphasis on study abroad.