



# Job description

## VP Brand Equity and Market Operations

November 2020

### Company context

#### INTO's mission:

***Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.***

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched partnerships with 22 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have about 1700 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

### Role context

As INTO expands its new capabilities and repositions itself to offer products and services that engage with a full student lifecycle of enrolment to employment and expands its channel focus from offline to digital online with B2B2C we need a transformation leader who will be the custodian of the evolved brand positioning and ensure that our Market activation is in line with the Group Marketing strategy, Brand Portfolio strategy and fuels business growth in each country

### Reporting line

The role reports to the Chief Marketing Officer

### Job purpose

Be the custodian of the evolved brand positioning and the JV portfolio brands in market. Lead the build of in-market marketing capabilities to drive engaging commercial programs with agents and drive enrolment and employment outcomes with students and parents in key markets. Initially this will be markets in China and ROW, building geographical in-market capabilities in the future as the business is ready to do so.

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## Key accountabilities and duties

Role and responsibilities

Key accountabilities

- Custodian of INTO Brand Equity and its associated Joint Venture Brands, setting brand guidelines and ensuring these are adhered to
- Responsible for overseeing the implementation of the Brand book guidelines across all channels and all geographies
- Develop and oversee a Brand Equity management system
- Define the strategy for growing the Brand awareness and how to foster engaging student and agent relationships that drive affinity to INTO across the full student life cycle and agent life cycle
- Understand local customer insights with respect to agents, students, and parents to ensure INTO brand and its JV partners remain relevant and differentiated vs competitors
- Develop the overall Global Marketing plan working with Global Marketing team and GRU with respect to key local content focus, tactics and communication plan online and offline across all channels ( B2B and B2C) and specific source markets to ensure INTO successfully grows pathway, direct, employability and employment products
- Develop market specific Marketing plans that leverage global assets and guidelines to ensure we achieve in market business objectives, initially working with China and then building capabilities in other markets
- Establish strong in-market Marketing capabilities to partner with GRU to drive recruitment outcomes and represent the voice of the customer

**The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.**

## Location

The post is based in Shanghai or the UK. Travel abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

## Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

**This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be**



**subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.**

Please see the next page for person specification...

## Person specification

	Essential	Desirable
<b>Legal status</b>	<ul style="list-style-type: none"> <li>• Right to work in the UK or China</li> </ul>	
<b>Education/ qualifications</b>	<ul style="list-style-type: none"> <li>• Marketing undergraduate degree or equivalent relevant experience</li> <li>• Fluent in English and Mandarin</li> </ul>	<ul style="list-style-type: none"> <li>• Masters qualification</li> </ul>
<b>Experience/skills</b>	<ul style="list-style-type: none"> <li>• Substantial Marketing leadership track record</li> <li>• Experience operating in a matrix environment</li> <li>• In depth knowledge of China market</li> <li>• Experience in complex ecosystems for brand management</li> <li>• Experience in B2B2C</li> <li>• Transformation experience</li> <li>• Highly collaborative and effective influencer of stakeholders</li> <li>• Commercial leader with proven track record of business results</li> <li>• Strong online and offline Marketing expertise</li> <li>• Good knowledge of in-market management of CRM, analytics, social media, digital marketing , trade relations management and marketing</li> <li>• Experience with global brands</li> <li>• Experience in local marketing operations</li> <li>• Excellent interpersonal skills supporting a multicultural and cross functional team environment</li> </ul>	<ul style="list-style-type: none"> <li>• In depth knowledge of India market</li> </ul>