



Job description

CRM and Growth Manager

August 2021

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.

INTO University Partnerships is an independent organisation committed to expanding higher education and career opportunities for students across the globe.

We believe in the power of education to transform lives. We believe that movement of students leads to movement of ideas, which in turn creates better and more successful societies.

We connect students seeking quality international education with leading universities worldwide aspiring to widen their global reach and impact. Achieving the best learning experience and career prospects for students is central to our mission.

Since our inception in 2005, INTO has pioneered innovation in international education and created groundbreaking partnerships with 30 universities in the US and UK. We have so far helped more than 130,000 students from 190 countries realise their dream of achieving a degree from a world-class university. We also equip students to get a head start in building a career. We do this by offering exceptional academic and employability skills programmes.

We are active in over 120 countries and provide unrivalled personalised service to international students with more than 1,500 experienced staff worldwide and a global network of 2,000 recruitment partners.

Our websites have details of how we are organised and our outstanding achievements so far:

www.intostudy.com

www.intofuture.com

www.intoglobal.com

www.into-giving.com

IUP 2 LLP
ONE GLOUCESTER PLACE
BRIGHTON, EAST SUSSEX
BN1 4AA, UK

T +44 [0]1273 665200
F +44 [0]1273 679422
E corporate@intoglobal.com
W intoglobal.com

Role context

As INTO repositions itself to broaden its capabilities and engage more directly with its customers agents and students we need to improve life cycle relationships with our customers, engage more effectively with marketing to make impact on our business. This role will work as a core member of an exciting start up team within an established business to test, develop and build a new employability EdTech initiative for international students ready to launch for the 2022 academic year.

Reporting line

The role reports to the VP, CRM and be embedded into the INTO Career First team.

Job purpose

To deliver paying customers to INTO CareerFirst through leading on marketing and sales efforts. This is a hands-on role that includes prioritising and deciding which campaigns to run, analysing results of campaigns for continuous growth and improvement as well as looking for opportunities and spotting future trends in CRM as well as other aspects of the digital marketing mix (for example paid advertising, SEO etc). The purpose is to lead the marketing efforts for a new employability initiative within INTO, supporting the acquisition and retention of customers.

Key accountabilities and duties

Role and responsibilities

- Build an engaged audience from our existing database of INTO alumni through:
 - Leading the development of content
 - Owning email marketing and social channels
 - Running targeted campaigns to support new product development
- Looking beyond email to deliver exceptional customer experience across the digital marketing mix. Define and refine segmentation strategies to ensure highest possible engagement rates from campaign activity.
- Manage end to end campaigns from briefing, data selection and delivering to analysing and improving.
- Understand the data requirements of the team to drive the most effective campaigns with a focus on constant improvement and conversion.
- Owning website performance, including SEO and page conversion.
- Contribute to customer segmentation design and validation.
- Leading on designing and implementing sales process to convert leads into paying customers.
- Implement and support insights driven decision making throughout the team, spotting, and acting on trends and opportunities.
- Implement a culture of constant improvement throughout team activity.

- Communicate with business stakeholders and report back on success in an engaging and measured way.
- Ensuring that all activities complement the wider INTO marketing strategy.
- Develop and execute the INTO Career First complete marketing funnel from scratch to hook, nurture and lead conversion.
 - In addition to traditional CRM this will also include digital ads, SEO, and affiliate marketing.
- Leading the development of content (under a potential freemium model) for the INTO Career First app / website.

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 can be based in Brighton or London, with the expectation of some presence in London with the Strategic Initiatives team. Travel within the UK and 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 Serviced check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Person specification (Desirable, not all essential)

This is a highly impactful role early in the development of a new product line. In addition to candidates with experience outlined below, we are also open to those who can demonstrate structured thinking in a high performing environment and an ability to develop new skills on the job.

- Hands on and passion for growing sales at a start up within an established business
- Interested in the full spectrum of digital marketing activities
- Excited to experiment with multiple channels to find the optimal approach

- Fanatical about optimisation. Runs structured tests and acts on evidence to improve results.
- Highly proactive and keen to own and grow the distribution function of a new product
- Comfortable self-educating themselves about new channels or approaches and applying them at work
- Comfort with a fast-paced entrepreneurial environment and working with ambiguity
- Can speak to examples of high quality and impactful past work