



Oregon State University
INTO OSU

INTO Oregon State University
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International Marketing and Recruitment Manager

Company Background

INTO University Partnerships collaborates with leading universities to provide international students with a personalized and highly supportive learning environment in which to acclimate to life on a US university campus and prepare for long-term academic success. Since 2006, INTO has launched partnerships to internationalize 20 universities in the US, UK and Asia, including Oregon State University, University of South Florida, George Mason University, Drew University, Saint Louis University, University of Alabama at Birmingham, Suffolk University and Hofstra University.

INTO Oregon State University (INTO OSU) is a 50/50 partnership between INTO University Partnerships and Oregon State University. The partnership was established in 2008 to help drive the University's internationalization agenda with the intent of raising its brand and profile, establishing itself as an international research-intensive university and transforming the profile of its international student body as well as enhancing the overall student experience. The partnership established and operates a campus-based state-of-the-art international pathway center that currently serves more than 1000 international students in a variety of academic and English language programs.

Oregon State University is an international public research university located in Corvallis, one of the safest, smartest, greenest, small cities in the nation. Oregon State is the state's Land Grant University and is one of only two universities in the U.S. to have Sea Grant, Space Grant, and Sun Grant designations as well. With 11 colleges, 15 Agricultural Experiment Stations, 35 county Extension offices, the Hatfield Marine Science Center in Newport, and OSU-Cascades in Bend, Oregon State has a presence in every one of Oregon's 36 counties.

The successful candidate for this position will exemplify the INTO OSU Core Values and support the Vision and Mission of the organization:

A Global Outlook: We respect diverse perspectives and international experience.

Our Students: We value the success and well-being of our students as the foundation of our work.

People: We build community with compassion, cooperation, collaboration, and trust. We respect each other with open communication and transparency.

Personal Efficacy: We provide leadership and take personal responsibility. We work with enthusiasm, positivity, and passion.

Growth and Development: We grow and adapt to change with creativity, innovation, and flexibility both as individuals and as a group.

INTO OSU Vision: A vibrant and inclusive international university environment

INTO OSU Mission: We empower our students to succeed in and contribute to a global community.

Job Overview

The International Marketing and Recruitment Manager (MRM), under the direction of the INTO OSU Director of Marketing and Recruitment (DMR), will be responsible for strategic planning and execution of international recruitment and marketing to drive international enrollments for OSU. The primary focus of this position will be marketing and recruitment of OSU's highly ranked Ecampus online degree programs (#4 USNWR 2021) and the development of strategic institutional relationships to open additional recruitment pipelines. This is an exciting new area of development for Oregon State University and this position gives an opportunity to drive success and growth in new markets with huge potential.

Key Responsibilities

This is a valued role in a growing, dynamic organization, so the responsibilities of the position may change over time but will include the following:

International marketing, recruitment and support for the OSU Ecampus programs with INTO OSU services

- Plan, manage and execute a comprehensive recruitment strategy for the OSU Ecampus programs with INTO OSU services in coordination with the DMR.

Assess region-specific competitors and enact strategies to maximize opportunities for OSU Ecampus online degree programs

- Generate and nurture leads through the point of confirmation for student candidates through a schedule of recruitment activities and direct outreach to help OSU meet its recruitment and enrollment goals.
- Represent the Ecampus programs with INTO OSU services at recruitment fairs, exhibitions or other meetings as needed.

- Manage the calendar of recruitment events and activities across the globe as part of the INTO OSU Marketing and Recruitment team
- Act as the primary contact for relationships and communication about Ecampus programs with stakeholders on topics of program development, program planning, contacts and agreements, and status updates.
- Project activity costs and ensure they fall within budget and align with the regional and overall recruitment strategy, seeking input from DMR and other parties when necessary.
- Work independently in a responsible, ethical and professional manner as an advocate for OSU, INTO OSU and its programs

Institutional relationships management and support

- Manage and nurture partner relationships with individuals in institutions such as businesses, high schools and colleges.
- Gain insights into what is needed to maximize enrollments from these partnerships.
- Be the point of contact in answering questions from prospective partners, and work with them through the program development stage to open new recruitment pipelines
- Use data and market intelligence to inform strategy and practice

Marketing for INTO OSU Ecampus opportunities

- Strategize with the DRM and Marketing and Recruitment team to identify and develop new marketing materials to develop these opportunities
- Identify marketing opportunities in the field and provide feedback to the marketing team
- Provide feedback from multiple organizations to evaluate the effectiveness of the marketing materials

Qualifications & Experience

Essential:

- Bachelor's Degree in business or related field
- 3+ years' experience in higher education or sales
- High level of competence in Microsoft Office applications including Word, Excel and PowerPoint
- Able to build relationships with people of various ages and from a range of backgrounds.
- Cultural awareness and sensitivity.
- Self-starting and good use of initiative.
- Strong customer focus • Commercial mind-set and awareness.
- Team player with a driven, result oriented and focused mind
- Ability to travel overseas a number of times per year and flexible in working hours

- Understanding of the US education systems
- Ability to work across diverse time zones

Desirable:

- Previous work with online educational programs or platforms
- Experience of working within digital marketing and web promotional activities
- Experience living, studying or working abroad.
- Non-English language ability

Reporting Line

This position reports directly to the Director of Marketing and Recruitment at INTO OSU

Compensation & Benefits

This is a full-time position. Salary commensurate with experience.

INTO OSU takes care of their employees and ensures they are well and thrive with a comprehensive benefits package which includes:

- Health Benefits
 - Medical
 - Dental
 - Vision
 - Life insurance
 - Short and Long-term Disability
 - Flexible Spending Accounts
- Generous paid time off (PTO) – starting at 22 days/year
- 11+ paid holidays annually
- Paid Volunteer days
- 401(k) retirement plan – up to a 6% company match
- Educational assistance
- Wellness rewards and programs
- Two robust employee assistance programs
- LinkedIn Learning/ professional development
- Campus perks

Location

Corvallis, Oregon, although remote locations will be considered.

How to Apply

Please click the following link to apply:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&cclid=19000101_000001&jobId=431874&source=CC2&lang=en_US

INTO University Partnerships provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. INTO University Partnerships complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities.

California Residents: Please review our CCPA Notice - <https://www.intoglobal.com/media/elk14wvp/into-applicant-privacy-notice-ccpa.pdf>