



Marketing and Recruitment Manager

Saint Louis University

Saint Louis University (SLU) is a Catholic, Jesuit institution that values academic excellence, life-changing research, compassionate health care, and a strong commitment to faith and service. Founded in 1818, the University fosters the intellectual and character development of more than 12,000 students on two campuses in St. Louis and Madrid, Spain. Building on a legacy of more than 200 years, Saint Louis University continues to move forward with an unwavering commitment to a higher purpose, a greater good.

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 universities in the US, UK, and Asia, including US universities Oregon State University, University of South Florida, George Mason University, Drew University, Saint Louis University, The University of Alabama at Birmingham, Suffolk University, Illinois State University and Hofstra University.

Reporting line

This position will report directly to the Assistant Director, Marketing & Recruitment (ADMR), with a functional responsibility to VP, Marketing, North America. The incumbent will also work closely with the Executive Director at INTO Saint Louis University to identify and prioritize recruitment and marketing needs of the center.

Job overview

This position will assist the ADMR in the strategic planning for, and execution of, international recruitment and marketing plans to drive international student enrollment to INTO Saint Louis University and Saint Louis University programs. This role is responsible for recruitment outcomes, marketing outcomes, and supervision of student staff.

The key metrics of success for this role will be measured by meeting the international enrollment targets developed through the INTO Saint Louis University strategic plan and the INTO Saint Louis University partnership as well as meeting the deadlines and timelines of all marketing and promotional materials created to drive our brand and enrollments. This position will manage, organize and implement a wide range of projects primarily focused on those defined in the recruitment and marketing plan that support student recruitment and enrollment goals. The successful candidate also will be responsible for general center marketing and communications activities, including events planning. The candidate is expected to work both independently and creatively as well as collaboratively with all stakeholders to achieve goals.

Domestic and international travel may be required to meet the demands of this position and may include working outside normal operating hours.

Key accountabilities and duties

The responsibilities of this position may change and develop over time but will include the following: 35% recruitment responsibilities; 65% marketing production and communications responsibilities.

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Recruitment Functions (35%):

- Manage conversion strategy to maximize the enrollment of offer holders and confirmed students which may include contacting them directly via Whatsapp, WeChat, Skype, email, or any other means of communication.
- Support development and refinement of enrollment funnel marketing and communications from lead to arrival.
- Provide prompt and accurate responses and support to internal and external audiences including students, agents, counsellors and regional staff.
- Provide training for third-party recruiters, regional teams, and other organizations via remote and in-person activities.
- Generate and nurture leads for student candidates through a schedule of remote and in-person recruitment activities designed to help meet recruitment and enrollment goals.
- Represent INTO SLU at recruitment fairs, exhibitions, and/or meetings both domestically and internationally as needed. Represent Saint Louis University/INTO Saint Louis University and present the programs, benefits and differentiators to agents, regional staff, government organizations, and others which may involve one-on-one meetings with prospective students, webinars, presentations, pre-departure training to admitted students, other impromptu meetings.
- Select, package, and ship materials to appropriate locations in advance of recruitment activities.

Marketing Production and Communications (65%)

Marketing Content Development:

- Manage, plan and execute a comprehensive, integrated marketing and communications plan that supports the center's recruitment priorities
- Develop and implement an annual marketing calendar to support the center's recruitment strategy and to manage the INTO NA marketing projects.
- Ensure the successful completion and meeting of deadlines related to all INTO NA marketing projects, including the brochure suite, print and digital assets and other projects, as assigned. Ensure that all materials have center sign off by each deadline set by INTO NA marketing.
- Strategize with the ADMR to identify and develop new marketing materials to fit local and overall recruitment strategies.
- Exercise creative judgement in developing, managing and organizing print and digital content that promote enrollment growth initiatives in Saint Louis University and INTO SLU programs. These materials include but are not limited to: brochures, flyers and other print collateral; video content, student testimonials; website content and social media posts, PowerPoint presentations and student pre-arrival communications.
- Author and produce engaging, student-facing content, including but not limited to student, staff and faculty testimonials distributed through various marketing channels (print, video, social media).
- Create, manage and implement social media campaigns for INTO Saint Louis University and Saint Louis University, including management of channels including Facebook, Twitter, Instagram, WeChat, YouTube and others.
- Work in partnership with SLU and INTO marketing teams to establish and maintain branding guidelines for all marketing materials and communication plans are authentic to Saint Louis University and within the brand guidelines of INTO NA.
- Supervise, coordinate, and conduct photo and video shoots on university campus.
- Coordinate online marketing opportunities related to international education for INTO Saint Louis University and Saint Louis University to be implemented by you and the student marketing assistants.

Event Planning:

- Serve as the lead events planner organizing various recruiting and marketing focused on-campus events that promote the Saint Louis University and INTO SLU programs. Supervise administrative staff in this capacity.
- Coordinate and manage of logistics and activity for large scale familiarization trip events (on-campus events promoting INTO SLU) for international audiences of recruiters and educational counsellors.

Resources and Project Management:

- Develop and implement an annual marketing collateral and content calendar for INTO SLU.
- Manage, order, and budget for all promotional materials for INTO Saint Louis University ensuring proper Saint Louis University and INTO branding guidelines are met.
- Submit monthly deliverables to INTO North America.



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- Create and provide all deliverables to the Product Development Team for new program launches, program updates and other needs as required.
- Coordinate additional INTO SLU Marketing, Recruitment and Communications projects as assigned.
- Other duties as assigned.

Location

This position is based at Saint Louis University in Saint Louis, Missouri.

Compensation

This is an exempt/salaried position, commensurate with experience; plus full benefits package.

Qualifications

Essential:

- Master's degree, preferably in marketing, communications, business, international relations, or related area
- 3-5+ years minimum professional work experience
- Experience developing and implementing high-level recruitment and marketing plans
- Multi-dimensional marketing experience including print, digital, video, and photography
- Adobe Creative Suite, including InDesign, software and Mac proficiency required
- International travel experience
- Eligibility to work in and travel freely to and from the U.S.
- Experience working in a university setting
- High level of sensitivity to cultural differences and awareness of global perspectives
- Passion for international education, working collaboratively and upholding brand standards
- Commitment to building relationships with potential students, students, peers, senior managers, university stakeholders and external vendors
- Demonstrated ability to communicate complex and data-centric topics to international lay audiences
- Experience with events planning, from concept through completion
- Demonstrated commitment to advancing diversity and equity, with emphasis on multicultural issues

Desirable:

- Experience recruiting international students to attend academic and/or other programs in a US setting
- Experience living, working or studying outside of the US
- Experience with Salesforce or equivalent CRM/database system
- Experience working in higher education, or an international higher education partner
- Proficiency in a second language other than English

Skills and Abilities

- Ability to foster collaboration and trust, work collegially and inspire others to high levels of performance
- Superior interpersonal and communication skills, including excellent ability to communicate with people from a wide variety of cultures and linguistic backgrounds
- High energy level and ability to thrive in a fast-paced environment
- Hands-on approach to customer service and business growth
- Creative design, production, and writing skills to produce marketing and promotional materials
- Demonstrated administrative experience including budget management processes, public relations, strategic planning, policy formation, and supervision
- Resourceful, creative and able to meet deadlines
- Exceptional organizational skills and attention to detail
- Ability to foster collaboration and trust, work collegially and inspire others to high levels of performance
- Ability to deploy and manage resources effectively with initiative, priority and time management
- Ability to maintain sound judgment and decision-making even when under pressure
- Superior interpersonal and communication skills, including excellent ability to communicate with people from a wide variety of cultures and linguistic backgrounds



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How to apply

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&cclid=19000101_000001&jobId=427063&source=CC2&lang=en_US

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