



Marketing and Communication Specialist INTO Suffolk

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 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.

Suffolk University

Suffolk University, located in historic downtown Boston, with an international campus in Madrid, is a student-centered institution distinguished by excellence in education and scholarship. Suffolk University offers a wide range of undergraduate and graduate programs in more than 90 areas of study. Its mission is to empower graduates to be successful locally, regionally and globally.

Reporting line

This position will report directly to the Assistant Director of Marketing and Recruitment at INTO Suffolk, with operational reporting line to the INTO North America VP of Marketing. The incumbent will work closely with the Executive Director at INTO Suffolk to identify and prioritize the marketing needs of the center.

Job overview

As a member of the INTO North America team, the Marketing and Communications Specialist for INTO Suffolk develops print materials and digital content to promote the university and drive student recruitment from global markets to INTO. This position will manage, organize and implement a wide range of projects/ activities/tactics primarily focused on those defined in the recruitment and marketing plan that support student recruitment, education counselor training and enrollment goals. The successful candidate also will be responsible for general center marketing and communications activities. This position will require close cooperation and interaction with the University offices of University Relations and International Admissions. The candidate is expected to work both independently and creatively as well as collaboratively with all stakeholders to achieve goals.

The Marketing and Communications Specialist will be responsible for generating content for the following audiences:

- INTO Regional Offices
- International educational counselors (agents)
- Suffolk constituents
- INTO North America Senior Management
- INTO Suffolk
- Advisory Board
- Local Media Partners and Audiences

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INTO»
SUFFOLK
UNIVERSITY



- Center students and staff

Key accountabilities and duties

This is a valued role in a growing, dynamic organization. Accountabilities of the position may change and develop over time, but will include the following:

Marketing Content Development:

- Exercise creative judgement in developing and organizing print and digital content that promote enrolment growth initiatives in Suffolk and INTO Suffolk programs in collaboration with center recruitment staff. 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)
- Supervise, coordinate and conduct photo and video shoots on university campus.
- Serve as liaison between center leadership and other key university stakeholders (VP Enrolment, Provost, Chief Communications Officer) for the INTO North America marketing team for the review and approval for all marketing and communications materials.
- Work in partnership with the INTO North America marketing team on the production of the above-mentioned items.
- Manage and create content for INTO Suffolk Social Media Channels

Resources and Project Management:

- Identify and manage appropriate INTO and university resources to support timely and accurate execution of all marketing projects and initiatives, as directed by INTO North America marketing team.
- Develop and implement an annual marketing collateral and content calendar for INTO Suffolk
- In collaboration with Assistant Director of Marketing and Recruitment develop and manage center marketing budget.
- Select, produce, order, track and ship merchandise needs for events.
- Identify and contract with local vendors for print, merchandise, special events and other materials.
- Management of student interns and other temporary resources, when and if applicable.
- Coordinate additional INTO Marketing and Communications projects as assigned.
- Other duties as required.

Travel

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

Location

This position is based at Suffolk University in Boston, Massachusetts.



Compensation & Benefits

This is a full-time, exempt salaried position with a comprehensive benefit package including Medical, Dental, Vision, Life/AD&D, STD, LTD, 401(k), professional development, tuition assistance, wellness programs, paid holidays, and generous PTO.

Qualifications

Essential:

- Minimum of three years professional marketing and communications experience, with evidence of creative production skills and public relations experience
- Bachelor's degree in marketing, business, English, journalism, communications or related field
- Comprehensive knowledge of grammar and writing, information gathering via the Internet and other sources and fact checking
- Demonstrated exceptional written and oral communications, research, spelling, grammar and proofreading with a thorough understanding of AP grammar style
- Demonstrated experience using MS Office and Adobe Creative Suite, including Photoshop and InDesign to produce marketing materials from existing templates
- Demonstrated ability with video production and photography.
- Demonstrated ability to communicate complex and data-centric topics to international lay audiences
- Experience with events planning, from concept through completion
- Demonstrated success creating content and managing social media channels
- High level of sensitivity to cultural differences and awareness of global perspectives
- Exceptional organizational skills and attention to detail
- Eligible to work in the U.S., no relocation provided

Desirable:

- Experience studying abroad or working with international students
- Understanding of the creative development and production process
- Familiarity with website content management systems
- Experience managing projects, events and logistics

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=430101&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.