

MARKETING AND COMMUNICATIONS SPECIALIST

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.

Job Overview

Marketing and Communications Specialist for INTO Mason develops print digital marketing 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 enrollment training and enrollment goals. The successful candidate also will be responsible for general center marketing and communications activities, including events planning and center visits from agents and prospective students. The candidate is expected to work both independently and creatively as well as collaboratively with all stakeholders to achieve goals.

Reporting Line

This position will report directly to the Assistant Director, Marketing and Recruitment at INTO Mason, with a functional responsibility to the Vice President, Marketing, North America, based in California. The incumbent will work closely with the Executive Director at INTO Mason to identify and prioritize the marketing needs of the center.

Key Responsibilities

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 enrollment growth initiatives in George Mason University and INTO Mason 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, faculty, and alumni testimonials distributed through various marketing channels (print, video, social media, online)
- Supervise, coordinate and conduct photo shoots on university campus.
- Conduct video interviews of students, faculty and alumni and produce high quality videos for marketing purposes
- Serve as liaison between center leadership and other key university stakeholders 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.



Recruitment and Events Planning:

- Serve as the lead events planner organizing various recruiting and marketing focused on-campus events that promote the university and INTO Mason programs. Supervise administrative staff in this capacity.
- Travel domestically and internationally to promote George Mason University (approximately 10%) and its academic, pathway and language programs.
- Management of logistics and activity for large scale familiarization trip events (one week-long on campus events promoting the JV to international audiences of recruiters and educational counselors.

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 Mason.
- In collaboration with Assistant Director, 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 and international travel are required to meet the demands of this position and may include working outside normal operating hours

Qualifications & Experience

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
- Exceptional written and oral communications, research, spelling, grammar and proofreading with a thorough understanding of AP grammar style
- Experience using MS Office and Adobe Creative Suite 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
- Superior interpersonal skills
- Commitment to building relationships with potential students, students, peers, senior managers, university stakeholders and external vendors
- High level of sensitivity to cultural differences and awareness of global perspectives



- Passion for international education, working collaboratively and upholding brand standards
- Resourceful, creative and able to meet deadlines
- Exceptional organizational skills and attention to detail
- 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
- Receptive to constructive feedback and dedication to continuous improvement in business processes and quality control
- Eligible to work in the U.S., no relocation provided

Desirable:

- Experience working, living or 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
- Demonstrated experience writing about higher education
- Familiarity with email marketing and experience using CRM systems
- High energy level and ability to thrive in a fast-paced environment
- Hands-on approach to customer service and business growth
- Experience working in higher education, or an international higher education partner
- Sense of humor, flexibility and an ongoing curiosity to learn about international higher education
- Proficiency in a second language other than English

Compensation & Benefits

This is a full-time exempt position, annual salary ranging from \$47-50k.

INTO 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
- 10+ paid holidays annually
- 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

Location

This position is based at George Mason University in Fairfax, VA.



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=431022&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>