



Job Description

Job Title: Marketing Coordinator
Direct supervisor: Director of Marketing
Department: Marketing
Supervisees: N/A
Location: South Kensington (hybrid 2-3 days per week on site upon successful completion of probation)

Role Overview

Working closely with the Director of Marketing, you will:

- Support the development and delivery of marketing and student recruitment campaigns
- Manage print and digital projects to strengthen FIE's brand identity
- Create and schedule engaging online content to connect with students and partners
- Play a key role in FIE-led events, particularly the Student Global Leadership Conference, as well as staff, partner, and student-focused activities, from promotion and planning through to delivery and post-event review

Key Responsibilities

Student Recruitment and Lead Management:

- Manage prospective student data from study abroad fairs and ensure information is correctly tagged, uploaded, and stored correctly in marketing automation platform (currently Mailchimp)
- Work with the team to determine a marketing journey for all audiences.
- Design and deploy FIE branded email templates for these journeys
- Manage student data collection from inquiring students via direct and online inquiries
- Maintain and update the marketing calendar, liaising with colleagues to align on campaign needs

Digital and Print Marketing:

- Plan, build, and send email campaigns in Mailchimp, including audience segmentation, A/B tests, automations, and deliverability checks
- Maintain clean and compliant contacts lists, manage tags and groups, and document standards for data capture and consent
- Deliver a planned and modern social media strategy to engage our key audiences in support of our key marketing deliverables
- Support the development and optimization of paid advertising campaigns and other growth initiatives, assisting with research, creative input, and performance tracking

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Event Marketing & Coordination

- Lead the marketing and communications function for the annual Student Global Leadership Conference:
- Pre-Conference: Develop visuals, marketing campaigns, website updates, and promotional materials; liaise with IT and the Conference Committee
- During Conference: Manage external contractors, coordinate live event coverage, and oversee logistics such as registration and materials
- Post-Conference: Deliver follow-up communications, update online resources, and collect feedback
- Support other FIE events, including partner receptions and student activities

Collaboration & Administration

- Work closely with global colleagues (UK, Ireland, Spain and US teams) to meet collateral and campaign needs
- Maintain project records and marketing databases
- Action website updates and ensure program information is accurate and current
- Manage promotional items and support colleagues with special requests
- Act as Brand Ambassador for FIE, becoming an expert in using FIE's logo, colour palette, designs, typography, and phrasing

Skills and Qualifications Required

- Experience with, or strong understanding of, the US higher education market, particularly study abroad
- Familiarity with paid digital advertising platforms (Google Ads, Meta, etc.) and ability to contribute to growth marketing strategies
- Bachelor's degree (or equivalent professional experience) in marketing or a related field
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator) for graphic design and print preparation
- Proficiency with email marketing and automation tools such as Mailchimp or similar platforms, including list management, segmentation, template creation, and performance tracking
- Excellent written, verbal, and interpersonal communication skills, with the ability to engage thoughtfully with diverse audiences
- Experience creating and scheduling engaging social media content using Sprout Social
- Strong organisational skills and ability to manage multiple projects under tight deadlines
- Proficiency with Microsoft Office, and experience managing data using spreadsheets and databases

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