



Job Description

Job Title: Marketing and Events Manager
Direct supervisor: Director of Marketing
Department: Marketing
Supervisees: N/A

The basic purpose and primary objectives of this position are:

Working collaboratively with the Director of Marketing, the Marketing and Events Manager will support the department's evolving marketing and recruitment plan, the management of print and electronic projects, student and partner focused engagement, brand identity and online presence. The post holder will also play a key role in FIE led events, with particular focus on the planning, delivery and review cycle of the Student Global Leaderships Conference, as well as other events from staff or partner receptions, to student focused activities.

Duties and Responsibilities:

- Prospective Student Data Management and Marketing:
 - Manage student data collection from study abroad fairs and ensure information is correctly tagged, uploaded, and stored correctly in marketing automation platform.
 - 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
- Print and Electronic Communications:
 - Monitor consistency of FIE's brand across print and electronic communications, using FIE's logo, colour palette, designs, typography, and phrasing as dictated by the Brand Guidelines and Key Messages
 - Design, provide accurate content, and project manage printed and digital materials to support student recruitment initiatives Including but not limited to flyers, postcards etc
 - Design, provide accurate content, and project manage printed and electronic materials
- Effective planning, implementation, delivery and review of marketing function for the annual Student Global Leadership Conference, including:
 - Working with the Conference Director and Conference Committee to support the delivery of a successful and engaging annual conference to delegates
 - Pre-Conference: managing marketing action plan, development of visuals, creation of marketing campaign, engagement with previous delegates and speakers, website updates, liaison with IT department, event coordination and promotional materials
 - On the day: working with external contractors (photographer/videographer), coordinating live coverage of the event via social media, set up and tear down of registration tables, transfer of promotional materials to venue and any other duties deemed necessary on
 - Post-Conference: management of post-event contacts, send out post-conference communications, update on online materials and resources, and feedback to Committee
 - Supporting student and partner focused events throughout the year with print and digital media, marketing resources, delegate management and event delivery



- Act as Brand Ambassador for FIE, becoming an expert in using FIE's logo, colour palette, designs, typography, and phrasing as dictated by the Brand Guidelines and Key Messages, and supporting colleagues and external connections in the correct use of FIE's brand identity

The managerial and team-working duties and responsibilities include:

You will work closely with other members of the Marketing Team to ensure that projects, both digital and print, are delivered on time and meet departmental goals. FIE is an organization where all members of the team must be in constant communication, for example meeting with our US-based Institutional Relations Team to understand their collateral needs for study abroad fairs, collaborating with the Student Global Leadership Conference team to establish deadlines for conference email campaigns, and liaising with wider Marketing Team to discuss current priorities. Lots of collaboration and communication is required for this position.

The developmental and research duties and responsibilities include:

You will be responsible for staying up to date on our current platforms to support FIE's overall marketing strategy. You may need to research best practice or changes to our platforms, communicate those changes to the Director of Marketing, and adjust and execute as necessary.

The operational, administrative and maintenance duties and responsibilities on a routine, day to day basis include:

- Management of promotional items for FIE staff and recruitment
- Distribute logo and graphics to external audiences according to brand guidelines
- Ensure accurate records of current projects are kept
- Supporting colleagues in print, digital, email campaigns or other special requests
- Serving on FIE working groups or committees as available and appropriate
- Providing targeted and planned social media output
- Action requests for website updates and changes
- Work with various teams within FIE to ensure information for programs, dates, fees, syllabi, etc. are up to date and correct on the FIE website

The main skills and qualifications required for this job are:

- BA in Communications, Marketing or other relevant area
- Demonstrable experience in web and print based project management
- Experience and working knowledge of marketing tools, for example Mailchimp
- Strong graphic design and print preparation ability in Adobe Creative Suite
- Previous experience working as part of a team whilst being able to work independently
- Strong multitasking and prioritisation skills
- Excellent writing skills
- Thoughtful and meaningful interpersonal communication skills
- Attention to detail

Desired Qualifications/Experience:

- Experience in and/or a comprehensive understanding of the US higher education market with particular emphasis on study abroad.
- Educated to graduate level or equivalent experience
- Graphic design and print preparation ability in Adobe Creative Suite
- Excellent written and verbal communication skills



- Thoughtful and meaningful interpersonal communication skills
- Proficiency with Microsoft Office, and experience of working with databases and spreadsheets
- Demonstrable efficiency, accuracy and attention to detail