

VACANCY NOTICE

Marketing Manager

- Lead and develop integrated marketing and communication plans, for both domestic and international markets
- Provide direct line management and leadership for a team of marketing and communications professionals. This will include aspects of responsibility for the recruitment and training of marketing staff.
- To oversee and support the delivery of the marketing plan and work closely with the Recruitment, Marketing and Admissions.
- Provide strategic marketing advice and support to the senior leadership team
- Working on data analysis and producing regular marketing and sales reports for managerial review.
- Accountability for the delivery of corporate events, such as Open Days, graduation ceremonies and campus visits, including all aspects of event promotion and operational delivery.
- Ensure the application of the company branding across all media, print, digital, and otherwise, encouraging creative solutions which both cater for diverse markets and niche requirements.
- Responsibility for the production of web, digital, print and CRM content for home and international markets including determining, managing and evaluating a portfolio of externally hosted web profiling services and campaigns.
- Work closely with external suppliers to ensure product delivery, developing the portfolio and innovative design of promotional items, marketing materials, corporate gifts, bunting and signage.
- Stay up-to-date with the latest marketing developments

Applicants applying for the Marketing Manager positions should possess qualifications and experience which include:

- Degree in Marketing or related field.
- Experience in education industry environment is essential.
- Strong business orientation, good negotiation skills
- Proven and demonstrated experience of developing integrated marketing plans
- Experience in brand management
- Able to manage team and work collaboratively with all levels
- Excellent in writing skills
- Flexible to work on unusual hours and willing to travel

Full job description is available upon request.