

# International Marketing Communications Manager

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## Kaupapa | Purpose

International student recruitment related marketing communications activities. The role encompasses the implementation of the international marketing communications strategy, production of international marketing collateral and staff management, guardianship of the EIT brand internationally and overseeing all aspects of CRM development and delivery to support international recruitment marketing and international partnerships.

**Reports to:** Executive Director International

**Location:** Hawkes Bay Campus

**Team:** EIT International Centre

**Remuneration:** \$88,000 to \$110,000 commensurate with skills and experience

**Date:** July 2024

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## Ngā Hononga Mahi | Working relationships

**Internal:** International Centre team, EIT Auckland Marketing Manager, EIT Recruitment Agents, International Students, Registry and Faculty Staff, Auckland staff

**External:** Third Party External Providers, Recruitment Agents, Partner Institutions overseas, Campus Visitors, General Public, Students

**Resource delegations and responsibilities:**

**Financial:** Nil

**People:** One direct report

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## Ngā mahi | Do

### **International Marketing Communications Channel Management**

- Development and implementation of tools to support international recruitment marketing channel management and the international student experience
- Management and implementation of the EIT International CRM in collaboration with Third Party Vendor including development of internal processes to support all CRM activity to include the improvement of the communications patterns and processes throughout the international student experience from enquiry to alumni status
- Draft proposals for improvements and enhancements to the communications management throughout the international student recruitment journey
- Manage the implementation of international communications strategies, monitoring and reporting on campaign performance.
- In collaboration with international team colleagues, project manage the content, design and implementation of the communications pipeline for all enquiries.
- Provide strategic input into the International Service Section annual plans in the areas of international marketing, communications and conversion of leads management.
- Ensure all international marketing communications activities and content are compliant with the Education (Pastoral Care of Tertiary and International Learners ) Code of Practice 2021.
- Undertake guardianship of the EIT brand and our international sub brand

### **Digital and Print International Marketing Promotion and Advertising**

- Development of an annual and 5 year digital international marketing plan in collaboration with the Executive International Director and international team colleagues.
- Investigate and identify digital marketing platforms and tools to support international promotional activities
- Manage, edit, and monitor production and placement of International Centre offshore and onshore advertising within required deadlines and budgets
- Liaise with marketing agencies and media as required
- Support the International Marketing Managers as appropriate, in delivering on their country marketing communication plans to support their in-market activities
- Lead the development of international online marketing activities including: coordination of supplier engagement and creation of content.
- Manage the production and design of all EIT International marketing collateral, including the International Prospectus, to meet International Centre specifications within required deadlines and budgets
- Oversee the production and publication of EIT promotional material on external websites to reflect international marketing strategy and institutional mission and values
- Provide appropriate content and ideas for the development for the International webpages on the EIT website
- Preparation of feature editorials for distribution via international media avenues e.g. Study International

- Liaise with external International Centre networks and contacts, as appropriate, to provide them with appropriate content
- Produce web advertisements and banners (primarily using Adobe InDesign and Photoshop)
- Liaise with advertising and design agencies, and print companies as required
- Overview of EIT International Centre photo library, student profiles, news stories etc.

### **Staff Management**

- Manage the International Marketing Communications and Administration Administrator position and operational oversight of marketing communications responsibilities covered within that role.

### **General**

- Support Executive International Director in ensuring effective information flow within EIT
- Assist International Director in financial and administrative areas. E.g. control international marketing communications allocated opex budget, writing and preparing reports and tenders, invoice processing.
- Develop positive and constructive working relationships with colleagues across all campuses
- Review own performance and role content with manager annually
- Liaise with faculties and Students' Association as required
- Ensure that the work undertaken within the role is compliant with the Education (Pastoral Care of Tertiary and International Learners ) Code of Practice 2021
- Ensure the philosophy and procedures of QMS are reflected in all activities undertaken by the International Centre
- Operate within EIT Policies and procedures as appropriate
- Undertake other duties as agreed with the Executive International Director

### **Demonstrate commitment to:**

**Te Tiriti o Waitangi.** Through our developing understanding of our obligations and our connection with Te Tiriti o Waitangi as both individuals and as an organisation.

**Ākonga at the Centre.** Through prioritising the experience, wellbeing, and success of our ākonga in our decision-making process.

**Equity.** Through recognition, empowerment, and inclusion we can give greater acknowledgement of the unmet needs of Māori, Pacific and disabled ākonga and their whānau.

**Vocational Education and Training Excellence.** Through quality provision for all ākonga, meeting the regional needs of employers and communities.

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## **Pūkenga | Have**

- Bachelor Degree in Marketing or business-related qualification preferred
- Experience of working in international tertiary education in a marketing role preferred
- Experience of CRM systems management and development preferred

- Digital and print marketing experience essential
- Experience in management of staff preferred
- Excellent computer skills in Adobe Indesign essential
- Good organizational and administrative skills essential
- Well-developed oral, written and interpersonal skills essential
- Knowledge of tertiary education preferable
- An understanding of marketing theory and practice
- An understanding and appreciation of excellent customer service
- Ability to communicate effectively with all people and in particular people of different cultural backgrounds
- Ability to work under pressure and meet deadlines
- An understanding and appreciation of other cultures and a genuine desire to enhance the New Zealand tertiary experience for our international students

## Waiaro | Be

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**Authentic and Inclusive:** Promote an environment of inclusion and authenticity, where all contributions are valued. Be courageous to disrupt inequities for all, including Māori, Pacific and disabled peoples. Hold the conviction that meaningful partnerships with Māori/iwi will contribute to progress for all.

**Connected:** Integrate waiora-sustainable thinking into your everyday mahi, meeting the needs of the present, without compromising our ability to meet our needs for the future.

**Collective:** Seek progress over perfection, moving forward with aroha, empathy and persistence. Maintain a focus on results and delivery to build a sustainable, world class, vocational education and training network. Lean into transformation, challenge the status quo and choose courage over comfort to create better results for EIT | Te Pūkenga, employers, ākonga and their whānau.

**Self-awareness:** Navigate yourself, and lead others through change with confidence, understanding how to create the conditions you and others need to thrive. Demonstrate humility, be reflective and self-aware, always seeking to grow personally and as a leader.

**Ako:** Hold lifelong learning as vital in connection, hauora, and continuous improvement both personally and professionally. No matter your role, recognise your mahi contributes to making a positive difference for our ākonga and their whānau, and their ability to create thriving communities. Recognise Te Tiriti o Waitangi as a powerful mechanism for taking positive action in Aotearoa, and a pathway to achieve equity for all.

**Mana tāngata:** Contribute to a connected, creative, compassionate workplace, where teams are committed to growth, learning and achieving our shared purpose. Create a safe environment for learning and development, in all you do, including Te Tiriti, equity, academic and professional excellence. Recognise kaimahi and whānau wellbeing are interconnected, when we support personal and professional growth we contribute to Te Oranga/participation in society.