

Director, International Marketing

StudyAdelaide

- Strategic marketing role promoting Adelaide globally as a study destination
- Lead all aspects of the marketing function
- Work within an innovative and collaborative workplace

Exciting opportunity for an experienced marketing leader to develop and drive StudyAdelaide's international marketing strategy.



StudyAdelaide is a public corporation promoting Adelaide as a destination for international students, working with stakeholders including South Australian education providers which actively recruit international students from schools through to higher education. StudyAdelaide also implements a student engagement strategy, to help international students make the most of their time studying, living and working in Adelaide.

International education is the State's largest service export, valued at \$1.415 billion in 2021. International students contribute significantly within our classrooms, communities and workplaces for the wider benefit of the State.

The Director, International Marketing is responsible for building awareness of and preference for Adelaide as an international education destination on a global stage by leading the marketing function within StudyAdelaide. Specifically, the position develops and oversees the implementation of StudyAdelaide's marketing plan, across all facets of the marketing function. StudyAdelaide's marketing initiatives support the recruitment activities of StudyAdelaide's members (education providers), with the aim of growing international student enrolments in South Australia. A close relationship with StudyAdelaide's members is critical, including consultation during the development of marketing plans and ongoing engagement to ensure support for, and participation in, marketing initiatives.

The Director, International Marketing is also responsible for ensuring the consistent application of the StudyAdelaide brand across all marketing activities. This includes the articulation of key messages as well as the application of StudyAdelaide's visual identity.

This position reports to the Chief Executive and plays an important leadership role within the agency, specifically in leading and mentoring StudyAdelaide's marketing team of six staff.

Demonstrated experience in international marketing, preferably in a destination marketing capacity, is essential, along with experience in stakeholder management and/or business development. The successful candidate will have the ability to think strategically, but with a focus on implementation. Experience in the international education sector is desirable.

The Job and Person Specification can be downloaded from the *About StudyAdelaide* section of our website at www.studyadelaide.com (refer to *Work with Us*).

Applications and requests for further information should be directed to Doreen Blewett at doreenblewett@studyadelaide.com. Please provide your curriculum vitae and a cover letter highlighting relevant experience and skills as they relate to the position, and address your application to Jane Johnston, Chief Executive of StudyAdelaide. Applications will be screened and short-listed thereafter. Privacy and confidentiality will be respected and maintained during the recruitment process.

Applications close 5pm, Monday, 21 November 2022.