

Job and Person Specification

Job title	Director, International Marketing
Organisation	StudyAdelaide
Level	Negotiated contract
Type of appointment	Three year contract

About StudyAdelaide

StudyAdelaide is a public corporation that was formed in 1998 to promote Adelaide as a destination for international students. Its primary functions are:

1. To grow awareness and preference for Adelaide as a destination for international students, through the implementation of marketing and promotional activity.
2. To ensure that international students in South Australia feel welcomed, valued and are enriched by their study experience, through implementation of a student and community engagement program.
3. To support the recruitment and student engagement activities of StudyAdelaide members.
4. Advocate for the international education sector in South Australia.

The organisation's stakeholders, members and funding partners include South Australia's education providers' actively recruiting international students, and South Australian state and local government agencies. StudyAdelaide is committed to strengthening these relationships to ensure a strong foundation for collaboration and cohesiveness amongst South Australia's international education sector for global marketing activities, and a shared imperative to deliver opportunities and the most effective support for international students.

Purpose of the Position

The Director, International Marketing is responsible for building awareness of and preference for Adelaide as an international education destination by leading the marketing function within StudyAdelaide. Specifically, the position requires the development of StudyAdelaide's marketing plan, project management, and supervision of marketing activities to achieve KPI's. The marketing function of StudyAdelaide supports the recruitment activities of the organisation's members, with the ultimate aim of growing international student enrolments in South Australia. A close relationship with StudyAdelaide's members is critical, including consultation during the development of the marketing plan 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 and student engagement activities. This includes the articulation of key messages as well as the application of StudyAdelaide's visual identity.

The position reports to the Chief Executive and plays an important leadership role within the agency, specifically in leading and mentoring the marketing team.

Key Responsibilities

1. Develop the StudyAdelaide marketing strategy and plans to promote Adelaide as Australia's leading international education destination, by:

- Developing StudyAdelaide's marketing strategy, using an evidence-based approach and in consultation with members, stakeholders, and staff to position Adelaide as Australia's leading international education destination.
- Developing and implementing an education agent engagement strategy as part of the overall marketing plan, to support and enhance member relationships with agents.
- Assuming responsibility for implementation of marketing activities based on allocation of responsibilities to staff, including participation in offshore events where required.
- Identifying opportunities for co-operative marketing initiatives and/or activities that enhance StudyAdelaide member activities.
- Development, tracking and reporting of marketing KPI's.

2. Manage marketing projects that support marketing activities, including:

- Overseeing the development of StudyAdelaide's marketing materials to deliver a compelling and consistent destination narrative across all marketing channels.
- Identification and development of brand messaging, content, marketing collateral and promotional material.
- Lead global marketing campaigns launched across a diverse range of channels in international markets.
- Foster a culture of continual improvement and innovation.
- Management of service providers and their contracts to ensure delivery on work and quality standards within budget constraints.
- Ensuring procurement guidelines are followed in the acquisition of goods and services.

3. Management of the StudyAdelaide brand, by:

- Developing and reviewing brand guidelines as required.
- Championing the consistent application of the StudyAdelaide brand guidelines across all marketing channels.
- Negotiating brand use with StudyAdelaide members.
- Representing StudyAdelaide on the Government Communications Advisory Committee.
- Overseeing the production of marketing campaigns, materials, and digital content to ensure consistency with brand guidelines.

4. Ensure effective stakeholder management, through:

- Supporting members in achieving return on investment for their membership funds.
- Providing opportunities for members to provide feedback on a consistent basis to StudyAdelaide.
- Participating in relevant industry and government forums to promote the international education sector, including giving presentations where required.

- Collaboration with relevant stakeholders, where mutually beneficial.
- Overseeing the monitoring of market intelligence, global trends and statistics in international education, and marketing trends for potential application to StudyAdelaide and member activities.

5. Contribute to the effective management of StudyAdelaide, by:

- Supporting the CE with agency planning, reporting and other activities as requested by the CE.
- Managing allocated marketing budget.
- Leading the marketing team with a focus on mentoring and providing opportunities for professional growth and development in line with agency objectives.
- Submitting Board reports in a timely manner and presenting to Board as required.
- Proactively communicating with other team members.
- Meeting administrative requirements on a timely basis.
- Taking responsibility to understand and adhere to the organisation's policies and procedures.

Performance Measures

Annual performance objectives will be agreed with the Chief Executive.

Reporting and Key Working Relationships

The Director, International Marketing reports to the Chief Executive, and supervises a team of six marketing staff. The position also works closely with the Student Engagement Manager, Communications and Partnerships Manager and Office Manager.

The role will have contact with members of the Board.

Development of positive and productive relationships with StudyAdelaide members, funding partners and key stakeholders is essential. Education agents based in Adelaide and internationally are key stakeholders.

Development of positive relationships with Austrade and other State and Commonwealth Government departments is critical to build preference for Australia and Adelaide as an international study destination.

Qualification, Experience and Knowledge

Essential

- Tertiary qualifications in marketing, communications or a related field, or 7 or more years' experience in a related role
- Experience in international marketing, preferably in a destination marketing capacity.
- Demonstrated ability to work independently in meeting broad corporate objectives and exercising initiative to make informed decisions.
- Experience in successfully managing, coaching, and developing staff.
- Experience developing and implementing strategic marketing plans.
- High level of interpersonal and presentation skills.

- Excellent verbal and written communication skills, including experience in writing briefs for Boards and/or government.
- Financial management/budget management experience.
- Experience in stakeholder management and/or business development, including follow up and seeing projects through to completion.
- Demonstrated ability to effectively manage service providers and contracts to timeframes, budgets and within government policies and processes.

Desirable

- Understanding of, and experience in, the education sector.
- Experience working with suppliers/contractors.
- Experience managing project budgets.
- Understanding of government processes, policies and regulations relating to international education, exports, and immigration.

Other

- Out of hours work will be required in the position.
- Interstate and international travel will be required periodically.
- A three-month probation period will apply whereupon the applicant will undergo a review with the Chief Executive.
- As the position may have contact with children (school-age international students), a Working with Children Check will be required.
- The incumbent is required to declare an up-to-date COVID vaccination status.
- A current driver's licence is preferred.