

Class No.:	
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Pay Group:	22

CLASS SPECIFICATION

INTERNATIONAL MARKETING AND COMMUNICATIONS SPECIALIST (IMCS)

NATURE AND SCOPE OF WORK

The Centre for International Experience, (CIE), is responsible for the internationalization of Capilano University, including the promotion, recruitment, admission, transition and retention of international students from around the world, as well as creating opportunities for students, faculty and employees to engage in international experiences.

The International Marketing and Communications Specialist (IMCS) provides marketing and communications support and services to all areas of CIE operations. With guidance and support of the Director International, and CIE Managers, the IMCS has the responsibility to prepare and implement an approved International annual marketing and communications plan that aligns with the University Internationalization Plan and related International Recruitment Strategy and Annual Plan. The IMCS will work with the CIE team and other stakeholders to ensure that the CIE's marketing and communication helps build the global brand and positive reputation of Capilano University by being comprehensive, culturally sensitive, responsive, dynamic, and progressive.

The position is part of the CIE team receiving guidance from CIE Managers and reporting to the Director, International.

DUTIES AND RESPONSIBILITIES

- Develops and maintains an annual marketing and communications plan that identifies and operationalizes all relevant activities to support recruitment, admissions, transition and retention, and global engagement activities of CIE and Capilano University.
- Prepares and coordinates production of the annual International Student Guide; working with all relevant stakeholders to ensure the guide is effective, accurate, engaging and helps build the International brand of Capilano University.
- Prepares and distributes approved communications for all customer groups including messaging, website content, social media, newsletters, e-mail, photos and other mass-communication channels.
- Monitors online and other relevant international commentary and communications from or relating to international students and internationalization and responds as reasonable to fulfill related Internationalization Plan goals and principles.
- Coordinates CIE Customer Service Management (CRM) system in coordination with IT, Registrar office and other relevant areas. Ensures that for CIE, the CRM system builds and maintains effective databases, develops reports, distributes necessary and accurate communications, enhances customer service, and

increases lead capture. The IMCS will work with the CIE Managers to ensure efficient and effective CIE engagement and productivity.

- Supports the efficiency goals of the department by creating appropriate forms, letters and templates for admissions, transition and retention, and global engagement activities.
- Ensures that all CIE communication design and art work are consistent with University brand standards, and have the appropriate context and releases to protect privacy and copyright regulations.
- Supports Recruitment Manager, CIE in recruitment activities by creating and enhancing promotional presentations, posters, banners, webinars, and other promotional materials while guiding campus tours and other recruitment related activities to attract international students to the University.
- Monitors marketing and communication activities and initiatives; reporting on conversion metrics and other indicators to evaluate outcomes.
- As a representative of CIE and as directed by the manager, collaborates with academic programs, and university service areas on initiatives for international marketing and communications activities.
- Assists with projects that encourages student engagement and collaborates with team members on activities that support international student recruitment, the student experience, and related initiatives.
- May be required to conduct international recruiting activities from time to time in support of the International Recruitment Strategy and annual plan. This may require overseas travel.
- Performs duties related to the qualifications and requirements of the position.
- May be required to take training and act in the capacity of a floor warden as part of the University's Emergency Preparedness Plan (fire, earthquake, WHMIS).

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Significant knowledge of the education system in BC, international education systems, and university level programs, services, and activities.
- Proven knowledge of the international education sector and education marketing, recruitment and retention strategies, and international student enrollment management.
- Detailed knowledge of the regulations, policies and procedures that support international students and the Centre for International Experience.
- Excellent technical skills including the use of the Microsoft office suite (Word, Excel, Access and PowerPoint); BANNER, or a similar integrated student information system/database; and the capability in ongoing learning of existing and new applications.
- Experience and high proficiency in using design Adobe products like Photoshop, InDesign, Dreamweaver and Illustrator.
- Demonstrated expertise and experience with a customer relationship management (CRM) system, and social media platforms, which effectively support communication strategies, including monitoring tools, metrics, analytics, and optimization techniques.

- Excellent communications skills that are culturally sensitive, and support an entrepreneurial and customer service focused department.
- Comprehensive knowledge of developing and implementing a marketing and communication plan, including the use of CRM tools, integration to digital engagement (social media) and other tools that support virtual meetings, promotions, and webinars.
- High degree of attention to detail and accuracy, substantive editing (approach) and grammar (brevity/style/tone) and proofreading. Familiarity with CP style and working in house style guides.
- Excellent proven writing and creative talents.
- Demonstrated experience in developing brand strategy that is aligned with a university wide brand strategy.
- Ability to multi-task, apply organizational skills, adhere to deadlines, use problem solving skills, and actively participate in teams and with colleagues, with minimal supervision.
- Ability to exercise independence, judgment, initiative, discretion and confidentiality.
- Ability to establish and maintain effective working relationships with faculty and employees within the University community and with a variety of international contacts.
- Demonstrated skills in the field of cross cultural communications and customer service.

REQUIRED TRAINING AND EXPERIENCE

- Completion of a two year post-secondary diploma, preferably in marketing and/or communications, or in a related field.
- Two years' recent work experience in a marketing, communications or public relations role, which included CRM and social media responsibility; or similar experience that can be directly applied to this position.
- Reading, writing and speaking fluency in English and in another language, consistent with current department language needs, to support communications with a broad range of recruitment activities, and international students and stakeholders.

REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS:

- None