

Job Description

JOB TITLE:	Interns (Marketing Assistant)
SUPERVISED BY:	International Student Recruitment & Marketing Team
ORGANISATIONAL UNIT:	International Student Recruitment & Marketing

International Marketing Duties

- Assist in implementing and evaluating marketing campaigns
- Research, analyse and evaluate marketing activity including competitor analysis, student profiling and identification of potential new markets and partners
- Assist in developing interactive activities and materials, appropriate to the target audiences, and tailored to the needs of effective student recruitment
- Writing & publishing content marketing in all social media platform used by International marketing
- Contribute to other relevant duties and activities

International Recruitment Duties

- Contact and filter leads via phone and filter them to prospective students
- Provide general enquiry support responding to telephone, email enquiries and other messaging platforms
 - Assist student in registering in Laurea
 - Work with Enrolment Advisor & Marketing Coordinator in the student recruitment process
 - Assist in the planning of recruitment strategy for the geographical target regions and help delegates in delivering activities and presentations, from a student perspective, to potential applicants about a range of topics. Topic areas to include: student finance; student experience'; applying to university; choosing a university and course.
 - Support the Enrolment Advisor & Marketing Coordinator with their enrichment activities and events including any administrative and preparation support that is required prior to and during the fairs/event.
 - Provide administrative support to recruitment officers and their duties
 - Contribute to other relevant duties and activities

International Admissions Duties

- Provide administrative support to admission officers and their duties
- Act as an ambassador for the university to promote student retention

- Proficiency with Microsoft Office and database management software.
- Proficiency in English
- Additional language is desirable