

## Marketing and Communications Manager

**Location: Germany, Leipzig**

**Salary: Competitive**

**Job type: permanent contract, full-time**

The Lancaster University Leipzig campus offers a range of Lancaster University (LU) degree programmes, with the university committed to providing the same academic quality and fully rounded student experience as in the UK. In January 2020, the campus opened with a Lancaster University accredited foundation programme delivered by Navitas Germany GmbH – part of Navitas Group - an Australian owned public listed company. Navitas is an industry leader in providing managed campus services, as well as pre-university and university pathway programmes for domestic and international students in Asia, North America, Africa, Australia, Continental Europe and the United Kingdom. Navitas Colleges are modern and dynamic educational institutions committed to providing quality educational programmes and excellent student support in an environment that encourages students to achieve the best possible results in their studies. In Autumn 2020, four Lancaster University accredited Bachelor of Science programmes were included into the portfolio of programmes, and the growth plan holds the introduction of post-graduate programmes.

We are currently looking for a Marketing and Communications Manager to join our dynamic team at Lancaster University Leipzig. In this role, you will be responsible for effectively communicating the LU Leipzig's value proposition by creating and publishing highly engaging digital and print content, as well as optimise our internal communications.

Working closely with the Marketing and Admissions team, Lancaster University Marcomms team, Navitas Europe Divisional Marketing, as well as our global network of regional offices, you will be responsible for development of suitable marketing materials and collateral, student attraction campaigns (via all forms of media) and the ongoing management of the University's online presence.

The Marketing and Communications Manager will work with the Director of Marketing and Recruitment to develop and execute a detailed content and communications plan aiming to raise Lancaster University Leipzig brand awareness.

## Key Responsibilities

### Communications

- Creating and managing a content planner for communication channels
- Producing high-quality content showcasing the University and student experience for both on and offline platforms
- Developing consistent communications across the student life cycle (attraction, applicant nurturing, acceptance, enrolment and on programme)
- Creating tailored content that will resonate with various customer segments
- Planning and create multi-media communications materials
- Day-to-day management of the LU Leipzig social media presence across social media platforms (LinkedIn, Instagram, Facebook e.g.)
- Creating press releases suitable for local market (in German and English)
- Ensuring that all content is concise, compliant, and audience focused
- Working with marketing and recruitment team on joint events and marketing campaigns
- Actively lead on internal communication from teams to students including day-to-day sharing of news and the operations of our student portal
- Hold ownership of the website contents and update regular news pages at both LU Leipzig and LU websites
- Coordinate regular student, staff, and other stakeholder newsletters.

### Brand, Value Proposition and Marketing Development

- Developing highly engaging digital content for different channels and liaise with shared services colleagues for its implementation and monitoring
- Creating print and digital marketing collateral (student guides, flyers, videos), working closely with Navitas Design team
- Assisting with proactively maintaining website content to ensure information is up-to-date
- Formatting existing resources to ensure digital content is consistent and effective
- Reporting on return on investment of all campaigns
- Being a brand champion by ensuring consistency in tone of voice and visual appeal in all forms of digital communication

### Other

- Participating in events such as student webinars, open days, campus visits, agent conferences and fam trips
- Planning and attending enrolment, orientation and graduation events
- Carrying out duties as may be required by the Director of Marketing and Campus Director

**Your Profile:**

Interested applicants will be able to demonstrate:

*Essential*

- Degree level study in Communications, Marketing, Journalism or related sector qualifications/training
- Strong verbal and written English communication skills and strong verbal and written German communication skills
- A working knowledge of international social media platforms
- Proven ability as a “team player” who can contribute to the development of an effective team
- Ability to prioritize and comfortable working to competing priorities and deadlines in a fast-past environment
- Relationship management skills and the ability to communicate routine and complex information clearly at all levels
- Solution-focused with a “can do” mentality and problem-solving ability

*Desirable*

- Experience of working in a university environment in a marketing, communications or international function
- Front-line customer relationship management to multicultural clientele

**Application Procedure:**

The application package should consist of a covering letter, curriculum vitae, and two contacts (including positions) for recommendation letters. Please merge all documents into one PDF file, indicating your name and submit by e-mail to (including email subject: *Marketing and Communications Manager application*).

Kamila Szalast | Director of Marketing and Recruitment | [recruitment@lancasterleipzig.de](mailto:recruitment@lancasterleipzig.de)