

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. Currently, the University offers Bachelor and Masters programmes in Accounting and Finance, Business, Computing and Media related areas. Administrative support of the campus and recruitment of students is managed by global education provider Navitas. We are currently looking for a Marketing and Communications Manager to join our dynamic team. In this role, you will be responsible for effectively and creatively communicating the LU Leipzig's value proposition by developing highly engaging digital and print content, as well as drive communications.

Working closely with the local Marketing and Admissions team, Lancaster University Marcomms team in the UK, Navitas Europe Divisional Marketing, as well as our global network of regional offices, you will be responsible for the development and implementation of the annual marketing plan. This will include, but is not limited to, the creation of marketing materials and collateral tailored by audience and market, student attraction campaigns (via all forms of media), day-to-day management of the LU Leipzig's online presence, product launch initiatives, and support presentations, visits and events (on- and offline). Budget tracking and return on investment analysis to drive decision making will be a key part of the role.

The Marketing and Communications Manager will work with the Director of Marketing and Recruitment, and wider stakeholders, to develop and execute a detailed content and communications plan aiming to raise LU Leipzig's brand awareness and support ambitious growth plans.

Key Responsibilities

Marketing and 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, and working with relevant stakeholders for input
- Developing consistent communications across the student life cycle (attraction, applicant nurturing, acceptance, enrolment and on programme)
- Creating print and digital marketing collateral (student guides, flyers, videos), working closely with the Navitas Europe design and digital team
- Day-to-day managing of the LU Leipzig social media presence across social media platforms (i.e., LinkedIn, Instagram, Facebook)
- Working with different stakeholders in the UK, developing a media communications plan and supporting in the writing of press releases suitable for the local market (in German and English)
- Working with marketing and recruitment teams 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

- Coordinate regular student, staff, and other stakeholder newsletters; actively engage with updates to Lancaster University in the UK and Navitas Europe
- Managing The Ambassador Platform

Brand and Value Proposition

- Being the brand custodian to ensure high levels of quality and consistency
- Day-to-day managing of LU Leipzig's website, ensuring the brand is communicated appropriately and in a timely manner (in written and visual form)
- Ensuring consistency across tone of voice
- Following agreed approval processes for all brand related materials/assets

Other

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

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 and 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 across local and international locations
- Proven skills in planning, implementation and reporting
- Ability to prioritise and comfortable working to competing priorities and deadlines in a fast-paced 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
- Experience in working with standard webpage creation software

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

Application deadline: February 29th, 2024