

POSITION DESCRIPTION

International Marketing Specialist (2yr contract, bilingual English/Mandarin)

Reports to:	Senior Manager International Marketing
Division:	Marketing, Office of the Vice-Chancellor
Tenure:	2 year contract
Location:	Hamilton
Date:	October 2026

Vision

Ko te tangata

A research-intensive university providing a globally connected, innovative and inclusive student experience in an environment characterised by a commitment to diversity, respect for Indigenous knowledge, and high levels of community engagement.

Values

Ko te mana o Te Whare Wānanga o Waikato ka herea ki tō tātou:

- Tū ngātahi me te Māori
- Mahi pono
- Whakanui i ngā huarahi hou
- Whakarewa i te hiringa i te mahara

The University of Waikato places a high value on:

- Partnership with Māori
- Acting with integrity
- Celebrating diversity
- Promoting creativity

1. GENERAL

The Marketing team's purpose is to provide best-in-class services which protect and build the reputation of the University amongst its diverse stakeholder groups and customers. The team, which forms part of the Office of the Vice-Chancellor, provides leadership in areas such as brand, marketing, and related communications activity, working closely with academic divisions and other functions across the organisation to support the achievement of the University's strategic goals.

2. POSITION PURPOSE

The International Marketing Specialist is responsible for contributing to and implementing international marketing including advertising campaigns, organic content, brochureware, collateral and marketing for events to support the University of Waikato's international marketing and recruitment strategy. The role has responsibility for enhancing the University brand and meeting the University's strategic goals through the planning and implementation of marketing activity in the international market.

3. FUNCTIONAL RELATIONSHIPS

Internal:	Director of Marketing Senior Manager International Marketing Marketing Division Office of the Vice-Chancellor (OVC) Chief Operating Officer Director and Deputy Director International International Engagement Office team Student Services Communications and Strategic Engagement team All University of Waikato Directorates, Divisions, Schools and Campuses University of Waikato staff and students
External:	Prospective students and influencers Advertising, design and research agencies Education New Zealand Other international partner organisations Printers Media as required (in conjunction with the Communications team) Other contractors Graduates of the Faculty (Alumni)

4. KEY RESPONSIBILITIES

Marketing

- Work with the Senior Manager International Marketing to contribute to the integrated annual marketing plan that supports the University's international marketing and recruitment strategy.
- Development and implementation of the International Marketing plan in conjunction with relevant internal stakeholders to build the University brand and drive student recruitment including advertising campaigns and marketing for events.
- Deliver to the annual international marketing and recruitment plan and initiatives and build these into the overall Marketing calendar.
- The delivery of content for campaign purposes including advertising, publications, students' profiles, stories, collateral and CRM.
- Develop and deliver engaging, audience-focused content for international marketing campaigns across digital and traditional channels, including social media.
- Work with the social media team to develop, create and publish content for the University's international social media channels, including Instagram, Facebook, WeChat and REDnote, ensuring content is tailored to each platform, audience and cultural context and supports international student recruitment objectives.

- Contribute to the planning and management of the international social media content calendar, identifying relevant student stories, campaign opportunities, trends and content formats to engage prospective international students and strengthen the University's profile in key markets.
- Deliver marketing support for the University's recruitment events.
- Utilise University ranking information to raise our profile across multiple platforms, such as subscriber sites, social media, etc.
- Leverage, interpret and utilise students' insights for driving marketing activity for future campaigns.
- Work with the website and social media teams to ensure international marketing content across digital channels is current, relevant, consistent with University brand guidelines and aligned with international recruitment priorities.
- Work with colleagues, particularly in the website and social media team and relevant external agencies to prepare regular campaign monitoring and end-of-campaign reports.
- Support the relationships between the University and external agencies for campaigns and advertising activities.
- Work with the Brand and Creative team and external agencies to develop marketing materials and creative assets.
- Work with internal stakeholders (Admissions, IO, ISSO, Marketing & Divisions) to ensure messaging is up-to-date, relevant and timely.
- Maintain the relationship and work with/support external partners to plan and execute timely conversion activity, and to ensure there are efficiencies in place to streamline the enquiry process.
- Regularly evaluate and report on the success of conversion performance and engagement to key stakeholders and external partners. Engage in ways to improve and explore market trends/learnings to inform future campaigns and programmes.
- Collaborate closely with the content team and the wider marketing team to create a well-balanced content and story mix to support the University's international recruitment strategy.
- Participate in marketing and communication projects to improve processes through the contribution of knowledge and expertise.
- Support ad hoc marketing activities and projects as required.

Communication and Relationships

- Have an understanding of the University of Waikato proposition in the international marketplace and build strong relationships with internal and external stakeholders.
- Inform the Marketing team regarding the international marketing plan.

Planning and Budgets

- Contribute to a marketing plan and budget based on the University's strategy that sets out clear objectives for all events and activities.
- Assist with the management of the international marketing budget and its reconciliation process in consultation with the Senior Manager International Marketing.

Event Support

- Support marketing activity across the University's external and internal recruitment events.
- Support the University and agencies with materials to attend International Expos and information evenings and appropriate International recruitment events.
- Support the plan with Future students, Events, Communications and Strategic Engagement team, create events and support the University's recruitment targets.

Leadership

- Proactively contribute to the planning and decision-making process of the International Marketing team.
- Ensure a 'customer-centric' approach is taken in all activities.
- Align activities and behaviours with the University Vision and Strategy.

Team Contribution

- Actively participate and contribute to the Marketing team activities to encourage transparency, open sharing of knowledge, and actions to build a high-performance culture.
- Contribute to the ongoing development of the Marketing plan.
- Contribute to projects to improve processes through knowledge and expertise.
- Proactively build positive relationships across Marketing and key stakeholders.

Health & Safety

- Participate in the maintenance of a safe and healthy work environment for self and others including students.
- Comply with and undertake responsibilities set out in the University's Health and Safety Policy.

Any other duties as required that are consistent with the position held, other than in exceptional circumstances such as rehabilitation after injury or sickness.

NOTE: Staff have an annual Objectives, Development and Reflection (ODR) meeting with their manager. New staff normally attend such a meeting approximately three months after taking up their appointment.

5. PERFORMANCE STANDARDS

The International Marketing Specialist will be performing satisfactorily when:

- Appropriate assistance is provided to the Senior Manager International Marketing on marketing plan and initiatives for international marketing and recruitment.
- International advertising and marketing campaigns meet objectives and show a professional level of content and understanding of the target audiences.
- The content for marketing purposes including advertising, publications, students' profiles, stories, collateral and social media meets the needs of students, influencers and internal University stakeholders.
- Marketing for University recruitment events drives attendance and communicates with prospects pre, during and post an event maximising these opportunities for attendee numbers and conversion to students.
- Assist with content plan for WeChat and other international specific channels to raise UoW's profile.
- The content of marketing collateral is appropriate for the intended audience through consultation with stakeholders and the wider team.
- International marketing campaigns, collateral and events are timely, on budget and effective against the specified objectives.
- A database of talent, including screening videos, exists across future, current and past students to support content creation.

- The marketing initiatives assist in the enhancement of the university's international reputation and rankings is appropriate and meets the objectives and shows a professional level of content and understanding of the target audiences.
- The relationship between external agencies and the University is positive, effective and efficient.
- The work and outcomes for the International Marketing team are consistent with the overall Marketing and University strategies.
- The Marketing team are well informed of the International Marketing plan, and these are communicated to other University stakeholders.
- External stakeholders are well informed about the different schools, qualifications and opportunities the University provides.
- The role has a professional development plan in place that is clear.
- Safe and healthy work practices that comply with University policies, procedures, relevant work standards and statutory obligations are followed.

PERSON SPECIFICATION

EDUCATIONAL QUALIFICATIONS

Essential

- A Bachelor's or higher qualification in marketing or business.

SKILLS, KNOWLEDGE and EXPERIENCE

Essential

- 2+ years' experience in a marketing and content creation role.
- Bilingual, proven experience producing high-quality digital marketing content in both English and Mandarin, with an understanding of audience, tone, and cultural context across channels such as web, social media, print and email.
- Demonstrated ability in producing digital and printed publications, collateral, brochureware, video, photography, and event marketing.
- Demonstrated ability working with multiple internal and external stakeholders. Ability to build and maintain sound & effective relationships.
- Excellent communication and interpersonal skills.
- Sound understanding of design and production processes.
- An understanding of different cultures and their communication styles.
- Data interpretation and analytical skills.
- Computer literacy and knowledge of websites, social media platforms, digital marketing tools and emerging digital trends.
- Excellent and demonstrated organisational and time management skills.
- Understanding of social media platforms, content formats and trends, with the ability to adapt content to different audiences, platforms and international markets.

Preferred

- Working knowledge of the tertiary education sector.
- Work experience in international markets.
- Experience creating engaging, platform-appropriate social media content, including short-form video, photography, graphics and written content.
- Experience using social media publishing, scheduling or analytics tools.

PERSONAL QUALITIES

- Ability to relate to and work with a wide range of people from a variety of backgrounds and cultures in a helpful, pleasant, courteous and sensitive manner.
- Ability to engage, present, influence and communicate with all levels of staff and key stakeholders.
- Ability to demonstrate professionalism.
- Political awareness, judgement and diplomacy.
- Creative ability and flair.
- Flexible attitude with the ability to work under pressure and meet deadlines.
- Initiative, flexibility and self-motivation.
- Ability to develop positive working relationships with colleagues and clients.
- Attention to detail.

- Commitment to a culture of openness, flexibility and co-operation to achieve excellence in academic programs research and service.
- Commitment to equal opportunity and to the University's partnership with Māori as intended by the Treaty of Waitangi.