

Position Title	Country Marketing Manager (South Korea)
Group/Portfolio	Griffith International
Reports To	Regional Marketing Director (Europe, North America, Korea and Korea)

1.0 Position Purpose

- The Country Marketing Manager (South Korea) is responsible for the development and implementation of marketing plans and initiatives to support the recruitment of international students from Korea. The consultant will work closely with the Regional Marketing Director to support and manage the University's agent network, strategic partner network and key stakeholders to ensure that recruitment targets are met. The responsibility for particular markets may vary over time due to the changing needs of the University. It is anticipated that this position will primarily be based in Seoul, South Korea, but will require regular domestic and at times international travel.

2.0 Eligibility Requirements

- Completion of a relevant degree and subsequent relevant experience in a marketing or recruitment role, preferably in the education sector and/or an equivalent combination of extensive relevant experience and training in the international education sector.
- Fluent English and Korean language skills.

3.0 Key Responsibilities

- Together with the Regional Marketing Director, design and execute innovative and sustainable business and marketing strategies for student recruitment and University wide internationalisation objectives in the relevant region.
- Build and maintain positive working relationships with internal and external stakeholders including agents and key partners, institutional contacts, government bodies and commercial organisations in order to implement marketing plans that support the recruitment of new students and enhance the University's profile and reputation in market.
- Manage agent relationships and represent Griffith University within South Korea at promotional activities, including exhibitions, seminars, and interviews, as well as deliver agent training and other recruitment-enhancing initiatives using the range of technologies available.
- Undertake additional marketing related activities including research projects, design and delivery of activities and campaigns, and development of marketing and promotional strategies.
- Support and work with Griffith University's Academic Groups to meet international student recruitment objectives in the identified markets.

- Identify, develop, and implement scholarship programs and articulation arrangements that are aligned with the University's strategic objectives.
- Identify other potential recruitment opportunities for the market and develop proposals for consideration by the Regional Marketing Director and Director, International Marketing.
- Provide local market intelligence to the Regional Marketing Director and Director, International Marketing, in support of ongoing market engagement and development.
- Alert the Regional Marketing Director immediately of anything that may prevent recruitment targets for the country(s) being met.
- Represent the University at all times in a professional and culturally appropriate manner.
- Ensure that the marketing budget for the country(s) is spent and reported in line with University financial policies and processes.
- Ensure that all travel activities are compliant with the Griffith International travel guidelines and University travel policy.

4.0 Key Capabilities

- Griffith University identifies the attributes of resilience, flexibility, creativity, digital literacy and entrepreneurship as critical to our graduates' success, in the rapidly changing future world of work. We have established a Griffith University Capability Development Framework to provide a common language of some of the non-technical organisation skills that will support our staff to thrive now and into the future. The Capability Development Framework will assist you to understand the current skill level of this position in the non-technical but critical skill domains that are increasingly important in a changing workplace context.

To read about some of the non-technical organisation skills relevant to this position, please refer to the **Leads Self** section in our [Capability Development Framework reference table \(PDF\)](#).