

POSITION DESCRIPTION



International Marketing Coordinator

POSITION DETAILS

Position Title	International Marketing Coordinator
Classification	HEW Level 7
Position Number	NEW
School/Office	Future Students, Marketing & Communications
Division	Western Sydney & External Engagement

POSITION PURPOSE

The International Marketing Coordinator is responsible for developing market-specific marketing strategies that support Western Sydney University's Transnational Education (TNE) and offshore education portfolio across priority international markets.

The role owns the development of marketing strategies and programs that promote offshore offerings and support international student recruitment outcomes, with a particular focus on India and other priority South Asian markets. The position determines market approaches, campaign priorities and channel strategies to drive pipeline development, student acquisition and brand visibility across offshore markets.

Working collaboratively with international recruitment teams, offshore partners and central marketing functions, the role applies specialist marketing expertise to shape market strategy, campaign direction and offshore market engagement, influencing how marketing activity is designed and delivered. The position also ensures University marketing and brand standards are applied appropriately within offshore contexts, informed by market insights and performance data.

Operating with a high degree of autonomy, the position is accountable for developing and implementing market-specific marketing approaches, determining channel investment priorities and driving campaign optimisation to maximise engagement, brand visibility and recruitment outcomes across assigned offshore markets.

Key accountabilities

Marketing Program Management and Campaign Delivery

- Lead a portfolio of offshore and Transnational Education marketing programs, determining priorities and ensuring activities align with international recruitment strategies, market opportunities and performance objectives.
- Develop market-specific marketing strategies and annual plans that align with international recruitment objectives and respond to local market opportunities and challenges.
- Deliver targeted marketing activities that support the promotion of Western Sydney University's transnational education programs and offshore study opportunities across priority international markets.
- Lead the planning, prioritisation and delivery of marketing initiatives across assigned markets, making decisions regarding campaign approach, channel mix, activity prioritisation and marketing investment within approved budgets
- Implement multi-channel marketing activity including digital campaigns, social media, email communications, content deployment, events and partner-led promotional initiatives.
- Adapt and localise marketing content for offshore and transnational education markets, ensuring materials are culturally relevant, audience appropriate and aligned with University brand and messaging standards.
- Manage execution of campaign activity across agreed channels, ensuring timely delivery and alignment with recruitment cycles and market priorities.
- Activate marketing campaigns in collaboration with recruitment teams and offshore partners to strengthen engagement and generate prospective student leads.

Market Coordination and Partner Engagement

- Work collaboratively with international recruitment teams, offshore campuses, education agents and external partners to deliver marketing initiatives in priority markets.
- Influence recruitment teams, offshore partners and key stakeholders on market strategy, campaign direction and audience engagement approaches to maximise recruitment outcomes.
- Interpret University marketing policies, procedures and brand requirements for offshore contexts and provide advice to stakeholders on their implementation.
- Lead stakeholder engagement across internal and external partners, negotiating priorities and driving alignment on marketing initiatives, campaign delivery and market objectives.
- Maintain effective working relationships with offshore partners to support alignment between marketing delivery, recruitment activity and partnership objectives.
- Implement marketing initiatives across Transnational Education locations, ensuring consistency in brand application and campaign execution.
- Represent International Marketing in cross-functional planning forums, influencing marketing priorities and ensuring offshore market considerations are incorporated into broader recruitment and brand initiatives.

Digital Marketing and Content Delivery

- Determine and optimise digital marketing approaches across priority offshore markets, using market intelligence and performance data to maximise engagement and conversion outcomes.
- Prepare, adapt and publish marketing content for international audiences, ensuring alignment with brand guidelines, tone and market requirements.
- Manage digital and campaign assets across multiple platforms to support engagement with prospective students and recruitment partners.

- Maintain the accuracy, relevance and effectiveness of offshore-facing marketing content across digital channels.

Campaign Monitoring and Reporting

- Evaluate market and campaign performance and make decisions regarding optimisation strategies, channel investment and future marketing priorities.
- Collect and interpret campaign performance data to identify trends, insights and opportunities for improvement.
- Analyse campaign performance and provide recommendations that inform marketing decisions, channel optimisation and future activity across offshore markets.
- Present market insights and strategic recommendations to senior stakeholders, influencing future investment decisions, recruitment approaches and market priorities.
- Drive continuous improvement initiatives and implement changes to marketing strategy, processes and delivery models based on market intelligence, performance trends and stakeholder needs.

Team Support and Continuous Improvement

- Lead knowledge sharing and capability development activities that strengthen international marketing practice across the team.
- Lead the identification and implementation of process improvements, marketing innovations and new approaches that enhance organisational effectiveness and campaign performance.
- Maintain documentation, campaign tracking and operational processes to support coordinated marketing delivery across markets.

QUALIFICATIONS, EXPERIENCE AND SKILLS

- A degree in marketing, communications, business or a related discipline, or equivalent relevant experience in marketing or international education environments.
- Experience delivering marketing campaigns across digital and traditional channels, ideally within international education or higher education contexts.
- Demonstrated ability to independently develop marketing strategies, exercise professional judgement and influence decision-making across a diverse stakeholder environment.
- Understanding of international student recruitment processes and offshore/transnational education environments, particularly in South Asian markets such as India.
- Demonstrated ability to provide specialist marketing advice and recommendations to stakeholders, using data, market insights and established frameworks to inform decision-making.
- Ability to execute marketing activity across multiple channels while maintaining attention to detail, brand standards and deadlines.
- Strong stakeholder engagement and influencing skills, with the ability to build partnerships, negotiate priorities and drive outcomes across internal and external stakeholders.
- Ability to interpret marketing performance data and contribute insights to support campaign optimisation and continuous improvement.
- Well-developed communication skills and the ability to adapt messaging for diverse international audiences

KEY RELATIONSHIPS

This position reports to: Marketing Manager, International

This position supervises: Nil

Key internal relationships:

- International Recruitment Teams
- Future Students Marketing and Communications
- Global Partnerships and TNE Teams
- Offshore Campus Leadership

Key external relationships:

- Offshore campus partners
- International agents and recruitment partners
- Media and creative agencies
- Regional marketing suppliers

CHALLENGES

- Delivering effective marketing initiatives across diverse international markets with differing cultural expectations and student motivations.
- Leading marketing activities across multiple stakeholders including offshore partners, recruitment teams and central marketing functions.
- Adapting marketing approaches to respond to changing international student demand and competitive market conditions.
- Ensuring marketing initiatives remain locally relevant while maintaining alignment with the University's global brand and messaging.
- Balancing competing stakeholder priorities and influencing decision-making across geographically dispersed offshore partners and internal University stakeholders.
- Exercising professional judgement to determine marketing priorities, campaign investment and resource allocation across diverse international markets.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by: People and Culture Lead

Date: 26/06/2026