



Marketing Coordinator, North America

In 2009 UniSolution merged with 'QS Quacquarelli Symonds' becoming QS Unisolution. It is now a sister company belonging to the QS Quacquarelli Symonds group. The candidate for this role will have the opportunity to work for a division that is growing at a very fast pace whilst making great impact into the market, supporting institutions all over the World.

QS Unisolution has offices in London, Stuttgart and Bucharest. Providing intelligent software solutions in the international higher education arena, servicing 320+ clients worldwide, QS Unisolution supports providers of education in optimising their organisation's international processes, and similarly help them to strengthen market position through online education portals, marketing tools, highly advance CRM products and procedures for the electronic transfer of data.

North America has been identified as a key area of growth for QS Unisolution in 2018. To support market growth, revenue objectives and the regional Business Development Manager we are looking for a suitable candidate to fill a Marketing Coordinator position. This person will work within the Marketing team and report directly to the Head of Marketing. www.qs-unisolution.com.

As this is a remote role, location can be flexible within America depending on candidate's location.

The Role:

This is a fantastic opportunity for a self-motivated and enthusiastic individual. As a member of the Marketing team, you will be supporting the development of the North American International Higher Education market. Working closely with the Regional Business Development Manager and Head of Marketing you will coordinate marketing activities to attract new prospects and support lead nurture through to closure. The ideal candidate will ideally have sales and marketing experience as well as an interest in technology/software and knowledge of North American higher education.

Responsibilities

- Conduct market research to determine needs for lead generation campaigns
- Compile data of target audience
- Work closely with sales and marketing to produce lead generating marketing campaigns via cold calling and email with the view to book sales meetings and demonstrations
- Closely monitor and respond to localised competitors and gain regional insights
- Contribute to content marketing and wider marketing initiatives in line with regional trends and needs
- Coordinate regional prospecting events and networking opportunities
- Coordinate brand awareness and advertising activities
- Offer administrative support to the Business Development Manager and help manage calendars
- Manage data for new and prospective clients in CRM systems (Netsuite/Salesforce/Pardot/Marketo)

The successful candidate will have most of the following:

- Bachelor's Degree or related qualification in Marketing, Advertising, Business or related field
- Minimum 1-2 years working in a sales and marketing environment
- Excellent oral and written communication skills in English: IELTS 6.5 level (or TOEFL equivalent)
- Proficiency in Microsoft Office including Word, Excel, PowerPoint and Outlook
- Experience with sales process, CRM and/or marketing automation and campaign tools
- Confident, self starter with the ability to work as a team-player across multiple functions, departments and at levels
- Disciplined to be productive in a work from home environment
- Strong relationship builder, good communication skills and a great team player
- Fast learner, agile and open minded personality
- Drive and passion for meeting targets and getting results

Interested? Want to find out more?

Then send us your application including CV, reference, salary expectations and the earliest you would be available to start by email to career@qs-unisolution.com