

International Digital Representative (South Asia)

Job Description

Fanshawe College is a public Canadian college based in London, Ontario. Fanshawe attracts 22,000 students every year including 7,000 international students from 103 countries. Fanshawe is expanding its international presence and adding to its current representatives that are based out of India, Korea, Vietnam, Brazil, Colombia, China, Turkey, and Ukraine.

Fanshawe College invites applications for the position of International Digital Representative based in India.

The representative will be responsible for the following countries:
India, Bangladesh, Sri Lanka, Nepal, and Bhutan.

Reporting Relationship

The International Digital Representative will be a member of Fanshawe International's Recruitment and Communication team. The candidate will work in close collaboration with the International Education Advisors and Country Representatives. The candidate will report to the Regional Manager, International Recruitment and Market Development, and the Market Leader.

Job Purpose

Fanshawe's online presence is extremely important in reaching international markets and supporting recruitment efforts. The International Digital Representative will work with Fanshawe's regional team to implement a digital-first approach to student recruitment, developing, executing, and reporting on digital activities to support Fanshawe's international recruitment strategy. The successful candidate will also be responsible for creating and implementing conversion strategies in the student recruitment funnel.

Work Performed

Strategy and Conversion

- Develop a regional Digital Marketing plan, with a focus on Digital Media Channels, to ensure that Fanshawe attracts qualified international applicants into full time post-secondary certificate, diploma and degree programs, and post-graduate certificate programs.
- Work in collaboration with Fanshawe's International Education Advisors to implement country-specific digital marketing activities (e.g., virtual events, webinar, targeted digital ad campaigns for lead generation, building brand value, and establishing Fanshawe as a preferred choice by channeling leads into conversion).
- Create and manage email drip strategy including schedules, content creation, landing pages, A/B testing, calls-to-action (CTAs), and lead management.
- Assist recruiters with lead follow-up in a timely manner using tactics that ensure customer service and conversion optimization.

Social Media and Analytics

- Develop and maintain Social Media profiles on platforms such as Facebook and Instagram.
- Create digital content that aligns with the Fanshawe brand for use in paid and organic campaigns on platforms such as Facebook Business Manager, WhatsApp Business, Instagram, and Google Ads.
- Establish measurable benchmarks for social platforms; track campaign data weekly, monthly and quarterly; optimize campaigns based on ongoing results; and provide digital market insights to inform and improve recruitment strategies.
- Monitor and evaluate new digital tools and platforms. Make recommendations on creative digital strategies that will enhance Fanshawe's brand in international markets.
- Other duties as assigned by the Regional Manager or Market Leader.

Education

- A minimum of a completed degree in a relevant field.
- Certification in digital or social media marketing.

Experience

- Experience working in multicultural business environments.
- Familiarity with international privacy regulations with respect to digital communications.
- Knowledge of the Canadian education system is preferred.

Skills

- Experience in digital marketing working with a variety of software and platforms to execute integrated digital campaigns (e.g. Facebook Business Manager, WhatsApp Business, Instagram, Salesforce / CRM, YouTube, Mailchimp, Photoshop, InDesign).
- Excellent written and oral communication skills in English.
- Strong interpersonal and communication skills to interact with a diverse student and staff population.
- Ability to initiate and remain on task without supervision.
- Ability to work in a flexible, changing environment.