

## TERMS OF REFERENCE

**POSITION:** MARKETING MANAGER

**DURATION:** Three (3) consecutive years

### TERMS OF REFERENCE:

To ensure the success of the college's transition to university status and its launch in 2024, extensive knowledge of marketing strategies and the ability to identify new marketing potentials is necessary. This is needed to grow the profile, and hence awareness, the competitive edge of the proposed new university's learning offerings, and its high profitability in relation to community and island states' development. In that regard, the **four main deliverables in this ToR, are as follow: (a) design and implement a marketing strategy for awareness and profiling of the university vision, concepts and future offerings; (b) design and produce the marketing campaign content for profiling, advertisement and features on various marketing platforms; (c) oversee the design of marketing features such as video advertisements; (d) develop and negotiate a network of marketing agencies in the region and international to market the vision, university concepts and university offerings.** These are predicated on years of experience in communication content and the use of the various media platforms; on the experiences and skills in research, market surveys, information analysis and content design; in profiling and marketing, online marketing and marketing management - both online and networking marketing; and in general management. In addition, a good understanding and appreciation of PTC's university vision and transition, and a high level of creativity and dedication to the process are also foundational to effectively implement of these tasks to enable the desired outcomes.

- 1 The staff shall uphold the constitution of the college and shall faithfully and diligently perform the duties specified in clauses 3.2 – 3.7, and shall observe the code of ethics stipulated in the PTC HR Policies, provision #2 and the clauses therein. In addition, the staff shall observe diligently all other policies in the PTC HR Policies.
- 2 Design and implement a marketing strategy for awareness and profiling of the university vision, concepts and future offerings. The specifics are as follow.
  - a. Conduct a sample market survey of regional churches and church-based partners in the region and internationally on their development visions and educational needs.
  - b. Research the students market potentials on the new university's vision and concepts with the financial feasibilities among potential students and funding sources, and the education propensities of regional and international bilateral and multilateral donors.
  - c. Produce a comprehensive marketing strategy that includes the specific strategies that targets the outcomes of the research in (a) above.
  - d. Set up and coordinate the college Alumni network and produce profiles.
  - e. Monitor and report on the implementation progress.

3. Design and produce the marketing campaign content for profiling, advertisement and features on various marketing platforms. This includes the following.
  - a. Study the university concept note and develop the content of the marketing messages.
  - b. Design a campaign strategy, targeting regional and international student markets.
  - c. Explore and target the relevant advertising platforms to market the content.
  - d. Ensure that the content or 'products' are congruent with the university vision.
  - e. Lead the coordination and organisation of all university transition events until launch.
  - f. Monitor the progress of the marketing campaign.
  
4. Oversee the design of marketing features such as video advertisements.
  - a. Organize marketing and promotion forums on social media for the university transition.
  - b. Coordinate the production of promotional videos, clips, as well as organizing road shows, both locally and internationally on the vision and transition.
  - c. Ensure that the marketing content, graphics etc., used are appropriate and reflective of the university vision, the key concepts and the learning offerings.
  - d. Monitor the effectiveness of the graphics, etc., used in the various marketing platforms.
  
5. Develop and negotiate a network of marketing agencies in the region and international to market the vision, university concepts and university offerings, with at least 100 international students a year from all over the world to study at PTC as well as regional students.
  - a. Identify and develop a marketing networking strategy targeting the marketing agencies and or departments within church-based partners, and with bilateral and multilateral funding organisations in the region and internationally.
  - b. Negotiate agreements – multilateral or bilateral - with current partners and potential partners on a marketing strategy for fundraising purposes and profiling of offerings.
  - c. Monitor the implementation of the agreements.
  
6. Work in collaboration with the communications coordinator, the university transition fundraiser, and the university fundraising team on the promotion of the university transition.
7. Regularly consult, update and provide quarterly reports to the Principal on the tasks in 3.2 – 3.5 above, and attend to any other tasks requested by the Principal.
8. Ensure availability for and participation in all other PTC activities that are scheduled and which require all staff participation and contributions.

**SALARY:** \$33,000FJD pa.

**ACCOUNTABILITY:** The staff is accountable directly to the college Principal

PTC Management