

**FORM 5.5.05A**  
**POSITION DESCRIPTION**

**Position Title:** Marketing and Communications Coordinator      **Position Number:**

**Section:** Office of the Chief Operating Officer      **Department:** Division of Marketing and Communications

**Location:** Solomon Islands Campus      **Category:** Administrative and Support      **Grade:** 6

**Current Incumbent:** N/A      **Date of substantive appointment:**

**Reports To:** Manager Outreach and Regional Markets

**Supervised by:** Manager Outreach and Regional Markets

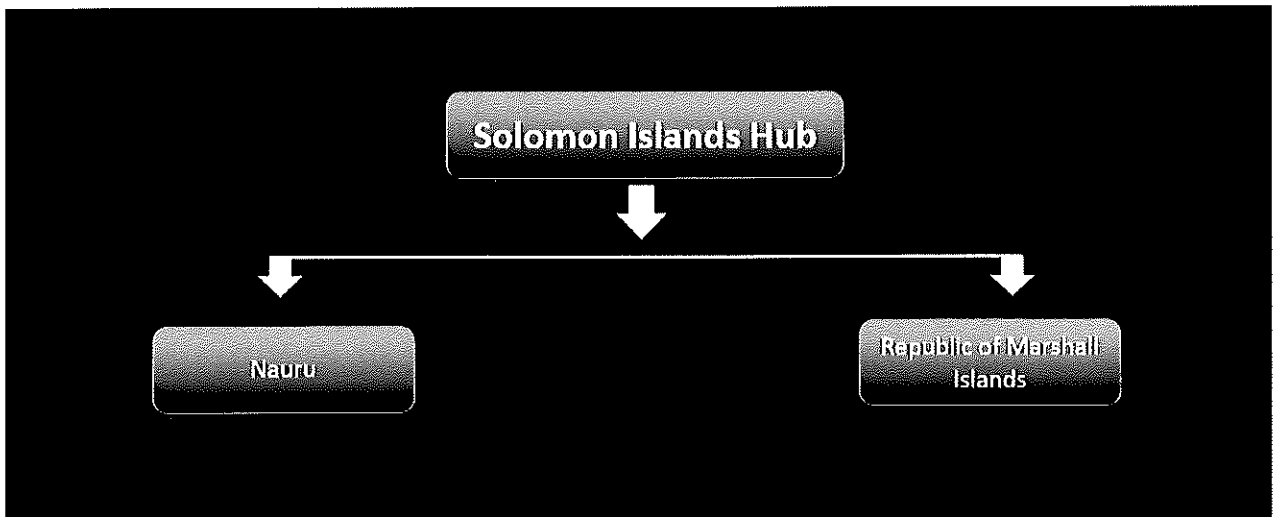
**PURPOSE**

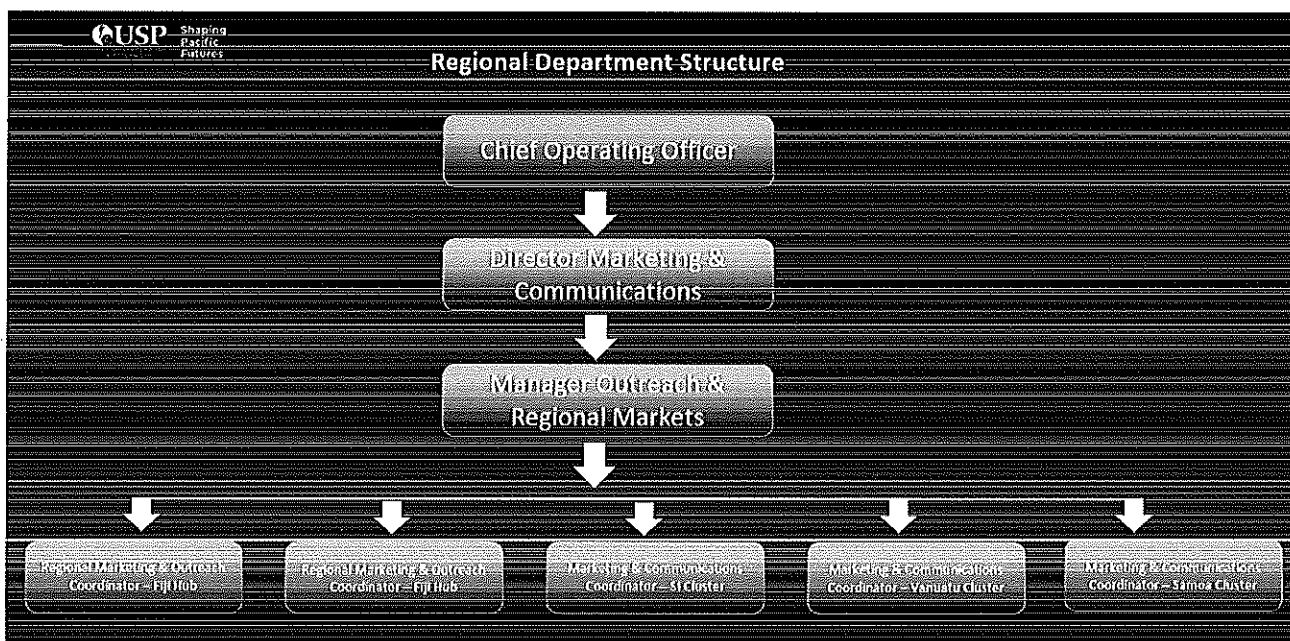
The Marketing and Communications Coordinator (MCC) is a pivotal role responsible for strategically advancing USP’s marketing and communications initiatives across the region. Based in Solomon Islands, the position oversees outreach and engagement efforts for Nauru and Republic of Marshall Islands. The Coordinator will plan and execute comprehensive marketing strategies, develop compelling content across multiple channels, and ensure consistent and effective brand messaging.

Working closely with the Manager Outreach and Regional Markets, the Coordinator will identify regional needs and opportunities to drive enrolment growth, lead student recruitment activities, and support effective public relations initiatives. With a strong focus on market research, data analysis, and audience engagement, the role aims to enhance USP’s visibility and strengthen connections with prospective students and stakeholders.

Extensive travel will be required across Solomon Islands, and the designated member countries to support on the ground marketing, recruitment, and stakeholder engagement activities.

**NATURE AND SCOPE**





**POSITION DIMENSIONS**

Give details of staff and total level of costs within the organisation under the position’s overall control.

Staff Responsible for: N/A

Limits of Authority: Financial: Nil

Non-Financial: Nil

**Key Relationships /Internal and External Contacts:**

Lists the key inter-relationships that is necessary for effective performance in the job. Also describe the nature of contact most typically expected with those key working relationships

<p><b>External</b></p> <ul style="list-style-type: none"> <li>• USP Vendors</li> <li>• USP’s online audience</li> <li>• Ministry of Education for member countries</li> </ul>	<p><b>Purpose of contact</b></p> <ul style="list-style-type: none"> <li>• To seek quotes</li> <li>• Engage for promotional purposes.</li> <li>• For necessary approvals</li> </ul>
<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>○ All USP staff</li> </ul>	<p><b>Purpose of contact</b></p> <ul style="list-style-type: none"> <li>• Discussion of projects from start to completion with relevant staff</li> </ul>

**KEY RESULT AREAS / KEY ACHIEVEMENT AREAS**

- Identify market growth opportunities in Solomon Islands, Nauru and Republic of Marshall Islands and assist with the overall planning, development and implementation of marketing strategies and plans.
- Prepare specific marketing content for each campus and manage their social media channels, web pages, and any offline promotional activity.
- Carry out outreach activities, including secondary school visits, roadshows, workshops, seminars, fairs, and presentations, in collaboration with relevant sections and local partners in member

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countries. Coordinate logistics, secure participation, and ensure effective communication to maximize engagement.

- Develop content for digital media and suggest creative ways to attract more customers and promote our brand.
- Coordinate event coverage and liaise with media partners to highlight latest developments within the University, includes taking photographs writing reports for various channels such as traditional media, social media and website.
- Assist the Public Relations and Communications team with content for the monthly magazine.
- Conduct thorough market research to identify key demographics, market trends, and competition in each member country. Utilize this information to inform marketing strategies and identify opportunities for growth.
- Oversee the development and implementation of digital marketing campaigns, including website content, social media, email marketing, and paid advertising. Optimize digital channels to reach and engage with target audiences effectively.
- Work closely with the Marketing and Branding team to develop compelling and informative marketing materials, including brochures, presentations, and videos. Ensure content aligns with the cultural sensitivities and preferences of each member country.
- Track and analyze marketing campaign performance, including website analytics, social media metrics, and campaign ROI. Provide regular reports and make data-driven recommendations for optimization.

**TERMS & CONDITIONS**

**Salary:** SBD \$158,042.60 to SBD \$170,481.87

**Length of Contract:** 3 years

**Gratuity and Allowances:** None

**Other Benefits:** N/A

**POSITION SPECIFICATION**

**Qualifications (or equivalent level of learning)**

<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> <li>• A degree in the relevant field</li> </ul>	

**Knowledge / Experience**

<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> <li>• Three years of marketing and promotions work experience</li> <li>• Excellent verbal and written communication skills. Must be able to provide talks/presentations on any subject related to higher education application and to any potential audience when</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in higher education</li> </ul>

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<p>requested</p> <ul style="list-style-type: none"> <li>• Excellent interpersonal skills</li> <li>• Proficient in digital marketing tools and platforms.</li> <li>• Ability to work both independently and collaboratively in a fast-paced environment.</li> <li>• The ability to develop knowledge of, respect for and skills to engage with those of other cultures or backgrounds is required.</li> </ul>	
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**Key Skills / Attributes / Job Specific Competencies**

*The following levels would typically be expected for the 100% fully effective level:*

<i>Expert level</i>	Proficient with Microsoft Suite and mass email distribution platforms such as MailChimp
<i>Advanced level</i>	Excellent communication skills in English (both written and oral)
<i>Working level</i>	Computer skills, Self motivated, results-focused; Effective in a multi cultural work environment.
<i>Awareness level</i>	Culturally sensitive and mindful of gender concerns.

**APPROVAL**

Supervisor's name: Ms. Riteshni Singh

Supervisor's Signature: 

Date: 02/06/26

Director's name: Ms. Jenies Mudiliar

Director's Signature: 

Date: 02/06/26

Staff Name: \_\_\_\_\_

Staff ID: \_\_\_\_\_

Staff Signature: \_\_\_\_\_

Date: \_\_\_\_\_