

OZFORD Job Description

POSITION TITLE: International Education Sales

REPORTS TO: Head of International Marketing

**IN CHARGE OF
OTHER STAFF:**

DATE: 1 October 2014

Purpose of the Position:

Developing and maintaining agent network in specific areas ; Sourcing and increasing international student enrolments; Co-ordinating and assisting individual cases.

SPECIFIC DUTIES:

- Actively developing international market by seeking potential student recruitment agents who can bring Ozford students
- Maintaining and further developing the business relationship with existing agents
- Managing agent agreement and performance
- Attending regular update meetings and professional development
- Actively seeking marketing information on competitor activities, market trends and opportunities
- Planning and participating in a wide array of promotional activities such as tradeshows and exhibitions locally and overseas
- Be responsible to write/translate promotional material in native language
- Liaising with prospective students, following through with student applications and provide necessary assistance
- Traveling interstates and overseas as required

QUALIFICATIONS REQUIRED:

- A degree or higher qualification and some experience in international education marketing field;

EXPERIENCE/KNOWLEDGE/SKILLS REQUIRED:

- Strong sales background and have demonstrated a high rate of sales conversions with can-do attitude
- Ability to build strong relationships with potential clients and stakeholders
- Creativity is essential
- Strong organisation, communication and interpersonal skills
- Advanced MS Office skills

- Understand ESOS Act and current student visa regulations

Desirable attributes for the role:

- Asian language skills will be highly regarded.
- Experience in student recruitment marketing within the Asian Subcontinent region;

SPECIFIC ANNUAL RESULTS TO BE ACHIEVED:

- Meet sales target
- Compliance with the ESOS legislative requirements

WORKING CONDITIONS AND EQUIPMENT:

- A computer and an individual desk. As seen during staff induction.
- All telephone and Internet usages are strictly limited to business

Confirmation of acceptance of, and adherence to, the role of Regional Marketing Officer

Name: _____

Signature: _____

Date: _____