

Insworld Institute is a secondary school in Singapore teaching local and international students a British curriculum, adapted to suit the needs of the international learner.

We work only with small class sizes (4-12 students), allowing us to focus the needs of each individual learner.

Sales and Marketing Manager

Responsibilities

Sales

- Enhance turnover and profits by increasing student numbers on all programmes.
- Recruit students on own initiative rather than through agents
- Manage the student recruitment process to achieve or exceed team sales targets.
- Travel when necessary to recruit students and attend educational fairs & exhibitions
- Coach and guide the Sales and Marketing team on internet marketing in order to generate leads

Marketing

- Manage budgets for marketing and promotion to secure maximum benefit
- Develop a marketing and communications plan
- Identify and nurture emerging markets and implement strategies to build revenue
- Engage and create marketing activities based on market situations and needs
- Manage brand including marketing and communications activities and the preparation of online and paper-based marketing collateral for recruitment drives
- Compile, consolidate and present market information
- Liaise and maintain good relationships and communications with local government schools, SMEs, other companies and other organizations in order to facilitate seminars, talks, exhibitions and road shows
- Establish partnership agreements between Insworld Institute Pte Ltd and other academic institutions across the world in order to facilitate reciprocal and mutually profitable international student exchanges
- Build relationships with other schools to seed student applications
- Establish relationships with schools in Britain in order to reinforce the goals of the school
- Plan all web campaigns, SEO/SEM activities, display campaigns, e-commerce, etc.
- Conduct research for marketing opportunities

Sales and Marketing

- Manage and ensure that procedures are compliant with statutory regulations and accreditation and licensing bodies.
- Plan, organise and take full charge of summer/winter and other short term professional programmes; including responsibility for promotions, budgeting and achieving targets

Requirements

- Degree Holder with 3-5 years related Sales/Managerial/Leadership experience in education consultancy or a related field
- Be able to promote Pearson Edexcel IGCSE, IAL and GCE A-Level programmes etc
- In-depth knowledge of the international education market system and consultancies working in British Education

- Proven track record of sales in student recruitment from good schools
- Ability to multi-task and work under pressure
- Ability to train, lead and motivate a sales team
- Ability to work independently to meet sales targets set by the school
- Preferably be bi-lingual in English and Mandarin, in order to liaise with Chinese clients

To apply, send a detailed resume with recent photo to: hrm@insworld.edu.sg

(We thank you for your application and regret that only shortlisted candidates will be notified.)