

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 Executive

Responsibilities

Primary Duties

- Drive recruitment of students and meet all targets set by the Sales & Marketing Manager
- Increase student numbers for all programmes recruited in specific countries assigned by the Sales & Marketing Manager e.g. Vietnam, Myanmar, Cambodia, China, Indonesia etc.
- Participate in all activities and events related to the marketing of the Institute and student recruitment
- Increase the brand awareness of Insworld Institute among parents, students, educators and other professionals
- Drive student recruitment activities in all types of school (government, private and international)
- Drive student recruitment activities in all tuition and enrichment centres
- Drive student recruitment activities in private estates, condominiums, shopping malls and recreation areas frequented by the middle and upper social classes
- Organise seminars and talks to teachers, parents and students
- Plan and organise roadshows to recruit students
- Search and appoint new qualified agents to help with student recruitment
- Review performance of appointed agents
- Manage agents and drive their performance on student recruitment to meet the targets set by the Sales & Marketing Manager
- Attend weekly Sales & Marketing meetings
- Be adept at using social media sites and related marketing techniques
- Be able to design upload, post, and calibrate effective social media messages
- Arrange, facilitate and participate in interviews with potential students and parents
- Liaise with Admissions Department in drawing up relevant documentation for new students and ensuring that the Admissions procedures are followed correctly
- Handle sales administration work in close liaison with other departments at Insworld Institute
- Take on any other adhoc duties which the Sales & Marketing Manager may assign from time to time

Job Requirements

Qualification

- GCE 'O' Level/ Diploma and above.

Experience (desirable)

- At least 1 year of sales and student recruitment experience
- Experience in recruiting, appointing and managing agents to drive student recruitment

Capabilities

- Experience in recruiting student from good schools with a strong sales background
- Experience in Asian markets e.g. China, Vietnam, Indonesia, Myanmar
- Previous educational sales experience (desirable)
- Self -driven with strong determination to succeed
- Strong presentation skills
- Good interpersonal and communication skills
- Integrity
- Microsoft office skills including Excel, Word, and Power Point.
- Willing to travel and work at weekends, including public holidays
- Be fluent in at least one Asian language (desirable)

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).