

Market Manager, International Student Recruitment (Onshore and Latin America)

Full Time – Melbourne, Brisbane or Byron Bay

With 53 Campuses in 27 countries, SAE has been setting the global benchmark for creative media education since 1976. SAE provides specialist vocational and higher education courses worldwide to inspire and develop its graduates, with an emphasis on practical experience, industry credibility, and access to the latest knowledge and world class facilities. SAE has an outstanding reputation for the quality of its teachers, the educational programs and employment outcomes for its students. In Australia, SAE proudly offers Government accredited Certificates, Diplomas and Bachelor Degrees across 6 disciplines – Animation, Audio, Design, Film, Games and Web and Mobile. Our students remain at the heart of what we do.

The Role:

The Market Manager drives B2B and B2C international student recruitment to Australian/Southern SAE Institute campuses from Australian onshore markets and Latin America. This will occur through engagement with international education agents, institutional partnerships and individual students to foster lead generation and conversion activities.

Qualifications and Experience:

- Bachelor Degree or equivalent
- Minimum two years of marketing and sales experience in a results-driven, international service-based sector preferably international education
- Understanding and passion for the Creative Media sector
- High level of written and spoken communication skills with the ability to present ideas, proposals and information tailored to specific audiences
- Understanding of the commercial and regulatory drivers of the international education sector with a strong focus on achieving sales targets
- Experience of eSales/eCommerce/Social Media marketing environment
- Preference for foreign language skills (to an advanced written & spoken level)

Core Competencies:

- Strong written and verbal communication skills, excellent interpersonal skills and an ability to work with a diverse range of people and develop trust and rapport with them;
- Service oriented with a genuine service focus and concern for clients;
- Motivated and passionate about sales with a keen interest in education;
- Ownership of tasks and an ability to convert opportunities;
- Strong commitment to personal excellence and achievement of targets;
- Self disciplined and independently driven but able to work effectively in a team environment with shared goals;
- Willingness to embrace change within a dynamic environment of systems, processes and personnel responsibilities.

If this sounds like you, We encourage you to submit a cover letter addressing the above criteria ; a CV, complete with three referees to Director of Sales and Admissions, SAE Southern- Andrew Gabriel, a.gabriel@sae.edu

(Please note that this role is being advertised in multiple locations across Australia)

Applications close 18th May 2017

This role will require interstate and occasional overseas travel



ANIMATION



AUDIO



DESIGN



FILM



GAMES



WEB & MOBILE

Position Description: Market Manager, International Student Recruitment (Onshore and Latin America)

Location: Melbourne (with consideration for Brisbane or Byron Bay)	
Reports to: Director of Sales and Admissions, SAE Southern	
Primary Objective/s:	
The Market Manager drives B2B and B2C international student recruitment to Australian/Southern SAE Institute campuses from Australian onshore markets and Latin America. This will occur through engagement with international education agents, institutional partnerships and individual students to foster lead generation and conversion activities.	
Key Responsibilities:	Person Specification:
<ul style="list-style-type: none"> • Implement the international sales and marketing plan and achieve international student recruitment targets from onshore Australia and Latin America • Build an effective sales channel through development of relationships with education agents in Australia and Latin America and articulation partner institutions in Latin America • Recommend and implement sales tactics (including attendance at expos, workshops, events, advertising etc.) for the onshore Australian and Latin American markets • Day-to-day liaison and communication with students, clients, and other stakeholders utilising a range of communication channels • Ensure that all international leads are effectively followed up within agreed SLA parameters, including management of all direct international student enquiries into SAE Southern campuses • Work closely with the sales and marketing teams to advise on the appropriate marketing and communication mix for the markets (eg. development of eMarketing and Social Media initiatives and campaigns) • Provide input and support for Customer Relationship Management (Salesforce), including the planning and coordination of CRM communications and marketing campaigns • Maintain precise records of all agent agreements/contracts • Coordinating the distribution of SAE group promotional materials to agents, students and for expos etc. • Ensure brand integrity for all internal and external Sales and Marketing communications • Provide management with timely and accurate marketing research, reporting and performance information on a regular basis • Ensure up to date knowledge of all products and brands and communicating this information to the Marketing team • Ensure marketing spend is within budget • Ability to support the admissions/enrolments process 	<p>Qualifications & Experience –</p> <ul style="list-style-type: none"> • Bachelor Degree or equivalent • Minimum two years of marketing and sales experience in a results-driven, international service-based sector preferably international education • Understanding and passion for the Creative Media sector • High level of written and spoken communication skills with the ability to present ideas, proposals and information tailored to specific audiences • Understanding of the commercial and regulatory drivers of the international education sector with a strong focus on achieving sales targets • Experience of eSales/eCommerce/Social Media marketing environment • Preference for foreign language skills (to an advanced written & spoken level) <p>Core Competencies –</p> <ul style="list-style-type: none"> • Strong written and verbal communication skills, excellent interpersonal skills and an ability to work with a diverse range of people and develop trust and rapport with them; • Service oriented with a genuine service focus and concern for clients; • Motivated and passionate about sales with a keen interest in education; • Ownership of tasks and an ability to convert opportunities; • Strong commitment to personal excellence and achievement of targets; • Self disciplined and independently driven but able to work effectively in a team environment with shared goals; • Willingness to embrace change within a dynamic environment of systems, processes and personnel responsibilities.



Performance Framework		
Key Result Area	Major Activities	Performance Indicators
Increased International Student Enrolments	<ul style="list-style-type: none"> • Contacting prospective students following SAE marketing activities; • Conducting phone based conversations and interviews with prospective students, parents and career advisors; • Regular face-to-face sales activities with education agents • Establishing relationships and formalising partnership agreements with offshore institutes and/or Government/private entities within the creative industries sector • Providing detailed course, career and other jobs market information; • Ensuring student abilities and needs are appropriately matched to course and career outcomes; • Assisting students through applications to convert enrolments; • Participating in marketing events as required. • Development of tactical camp 	<ul style="list-style-type: none"> • International student recruitment numbers at SAE Southern campuses vs. target per trimester; • Conversion data of leads to enrolments; • Partnership agreements in place with offshore institutes that deliver enrolments; • Achievement of set targets and objectives attached to marketing campaigns and events.
High Service Provision	<ul style="list-style-type: none"> • Communicating to prospective students and education agents with a customer centric and service oriented approach; • Regular and reliable follow-up of information and assistance; • High-level responsiveness with correct information provided to clients in a timely manner. 	<ul style="list-style-type: none"> • High service level indicators from feedback surveys; • Call and email records for indication of quality.
Establishing SAE Brand Profile and Market Awareness	<ul style="list-style-type: none"> • Reinforcing key brand messages in client communications; • Maintaining course knowledge and industry currency; • Representing SAE in a professional manner. 	<ul style="list-style-type: none"> • Communications maintained with SAE brand standards and aligned with marketing campaigns; • High service level indicators from feedback surveys; • Reliability and consistency of service and performance.
Fostering Productive Internal Working Relationships	<ul style="list-style-type: none"> • Successfully develop and maintain internal and external staff and client relationships; • Develop understanding of the SAE business and the different SAE academic and service divisions; • Working collaboratively for the benefit of the overall student experience and outcome. 	<ul style="list-style-type: none"> • High service level indicators from feedback surveys; • Adherence to internal and external service level agreements.



<p>Integrity of Information</p>	<ul style="list-style-type: none"> • Accurate input of data into the various SAE CRM and enrolment systems; • Maintaining currency of systems through regular training and development; • Maintaining understanding of SAE reporting requirements. 	<ul style="list-style-type: none"> • Data accuracy in Salesforce an other SAE CRM systems; • Data accuracy into SAE enrolment system (Navigate); • Minimised errors for Institute reporting requirements
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