**Marketing Manager Job Description**

**Main Responsibilities**

The successful applicant will have responsibility for:

**Core Professional Focus**

To enhance turnover and profit by maintaining and increasing student numbers on all programmes. To secure visibility and esteem in key markets for the College’s services in academic programmes and in EFL, and to establish a strong corporate brand based on client satisfaction and success.

**Administering the Marketing Process**

To manage the budget relating to recruitment and promotion in order to secure the maximum benefit for money spent, undertake the necessary administration in respect of maintaining contacts, agent databases, promotional activities (in-country visits, desk based and social media) and to exploit opportunities for external funding in marketing the College’s services.

**Input to Strategic Thinking and Activity**

Identifying and nurturing new markets, for example expanding the excellent medical programme into new countries. Maintaining a current familiarity with UK educational issues (including wider issues such as visa compliance), particularly as they impinge upon international students entering further and higher education in UK. Working with the Principal and the academic management to develop programmes, which fulfil the changing needs of the international education market.

**Development of Key Commercial Relationships**

Identifying key existing, potential international education agents, and developing formal negotiated agreements with them. Promotion of the College’s services to education officers in overseas missions and embassies in UK, and the development and maintenance of relations with overseas bodies, overseas partner schools, the British Council and governments which sponsor students into UK.

**Maintenance of Promotional Materials and Corporate Identity**

Ensuring that both printed and online materials are up to date, persuasive and attractive while matching the ethical criteria of the various organisations that accredit the different parts of the College’s services. The production of high-class materials within agreed budgets.

**Representing the Colleges Overseas**

Attendance at key exhibitions, education fairs and partner agency-planned events where there is likely to be commercial demand for the College’s services. The maintenance of personal and commercial relationships with key agents and institutions overseas through supporting visits. Presentations to partner agency staff, potential students and their sponsors, and at schools, as appropriate.

**Communication and Relationships with Receiving Institutions**

The development of commission agreements and - with the Principal - agreements within the university and HE sector for formal recognition of the College’s international foundation programmes.

**Engagement in the Colleges’ Internal Quality Control**

Spending time with students, both individually and as groups, to establish levels of client satisfaction, and maintaining a personal link with parents, sponsors and agents in respect of the welfare of students in our charge.

**Legal status**

* (Essential) Police and List 99 clearance to work with young people. Eligibility to work in and travel from the UK.
* (Desirable) Valid UK or EC passport.

**Personal qualities**

* (Essential) Energy, ambition and self-motivation, coupled with personal warmth, presentability and approachability.

**Educational background & qualifications**

* (Essential) Knowledge of education and the ability to command the respect of parents, clients and partners in the university education sector.
* (Desirable) Good degree from a UK or Commonwealth university. Formal marketing training (e.g. CIM or similar).

**Administrative skills and competence**

* (Essential) Able to work autonomously, to organise and maintain complex schedules, to prioritise multiple tasks and to sustain a high volume of correspondence and work for DTI and British Council events.
* (Desirable) High-level IT skills. Ability to use spreadsheets and maintain websites. Experience in managing budgets.

**Aptitude**

* (Essential) Good commercial instincts and an appreciation of the drivers of a private sector organisation in education.
* (Desirable) The ability to write persuasive, coherent copy and an appreciation of layout and design in both textual and web based promotional material.

**International marketing experience**

* (Essential) Demonstrated ability to relate positively and persuasively to people from a wide variety of cultures.
* (Desirable) An established presence in international EFL and academic education markets, and well established links with overseas agents.

**Personal circumstances**

* (Essential) Freedom to travel overseas for up to twelve weeks per year on College business and to fulfil occasional evening and weekend work at the College, occasionally at short notice.
* (Desirable) Secure and supportive personal life. Willingness to be involved with students in the ongoing life of the College.

Signed:…………………………………………………..