



International Marketing Manager



Objectives of the Division:

The Education Division:

- delivers high quality training and support services to MEGT Institute and ABILITY English's international clients
- provide employers, staff and those seeking career and higher education pathways a supporting environment to foster learning outcomes and develop personal and organisational growth

Objectives of the Position:

To market and promote MEGT Education Group (MEGT Institute and ABILITY English) as a quality education and training provider and develop relationships which will provide business opportunities for MEGT Education Group in the International sector. To manage existing education agent relationships and other external stakeholder groups, ensuring active communication and on-going partnership.

Relationships:

- Reporting to the Campus Sales and Marketing Manager;
- Work closely with other MEGT divisions and all MEGT staff as required;
- Marketing and networking with education agents, RTO's, ELICOS & VET providers, higher education providers, Government Departments and other external stakeholders as required.

Dimension:

- Division: MEGT Education
- Employees directly supervised: NIL
- Agree outcomes: as per Key Performance Indicators

Selection Criteria:

- Minimum 2-3 years of experience within the education sector, preferably ELICOS and VET;
- Sound knowledge of current education industry with experience in international student recruitment;
- Experience in offshore recruitment is highly regarded
- Ability to organise, prioritise and illustrate time management
- Self motivated and be able to work independently
- Excellent written communication skills including accurate spelling and grammar
- Flexibility and adaptability in servicing the needs of diverse markets
- Ability to work in a team environment and to be receptive to change
- Ability to deliver excellent customer service to both clients and staff
- Ability to represent MEGT Education Group in a professional and knowledgeable capacity; well-presented with a professional, confident image

Qualifications, Skills and Attributes:

- A degree in marketing or business is highly regarded
- Comprehensive knowledge of VET and ELICOS training market highly regarded
- An understanding of Department of Home Affairs, Department of Education and Training, ASQA (Australian Skills Quality Authority) compliance and quality issues highly regarded
- Computer literate with knowledge of word processing, spreadsheets and database
- Ability to design, develop, analyse business reports upon request
- Sound knowledge in Adobe Suite is highly regarded
- Second language preferred.

Responsibilities and Duties:

- Drive sales for ABILITY English and MEGT Institute through agent and direct channels;
- Manage agent partnership/relationships for assigned markets(s) and provide them with course updates;
- Organise and deliver regular trainings for agents, presentation/ seminars for students;
- Identify business opportunities for MEGT Education Group;
- Design, develop and produce marketing presentations and materials in consultation with the Campus Sales and Marketing Manager;
- Achieve sales targets as set by the Campus Sales and Marketing Manager;
- Assist with the organisation and operation of various promotional events where required;
- Monitor and report on competitor activities;
- Represent MEGT Education Group at meetings, forums, conferences and launches;
- Follow up leads generated by marketing activities and convert to enrolments;
- Maintain all administrative responsibilities accurately and efficiently.

Note: The incumbent can expect to be allocated duties not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this level

Key Performance Indicators:

- Achieve sales targets.
- Develop new business opportunities for new sales channels.
- Actively foster strong positive relationships between agent/student stakeholders and the Ability/MEGT brands.
- Ensure compliance and policy procedures are maintained.
- Work efficiently and effectively with all external and internal stakeholders, and within MEGT Education Group internal systems and processes.
- Ensure allotted tasks are performed accurately and in appropriate time frames and at allocated budget.

Health, Safety and Environment (HSE) Responsibilities:

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

Diversity:

MEGT is committed to welcoming and maintaining a diverse workforce, which will help us attract and retain a team of talented people to better serve our clients and improve business results.

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Approved: David Windridge
Position: CEO
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