

OZFORD Education Group
Job Description

POSITION TITLE: International Marketing Officer
REPORTS TO: Head of Marketing
DATE: August 2017

Purpose of the Position:

In this position, you will be responsible for increasing student enrolments, liaising with agents, meeting set targets, working closely with the marketing and admissions team to maximise the enrolment outcomes for Ozford.

Key Responsibilities:

- Develop and implement market strategy for the designated international markets.
- Manage relationships; contact local and overseas education agents via email, telephone and visits.
- Manage prospective students including walk-in, email, online or telephone enquiries.
- Participate in a wide array of promotional activities in Australia and overseas.
- Create new opportunities by fostering new relationships with stakeholders, establishing new agent contacts and maintaining existing relationships.
- Report on competitor activities, trends and opportunities for Ozford.
- Initiate and conduct market research and promotions, and report on feedback from students.

Other Responsibilities include:

- Supporting Student Services Department with:
 - Current student enquiries and complaints
 - Meeting with parents, care-givers or guardians.
- Supporting academic staff in counselling students with language needs.
- Covering for colleagues when they are away on business trips or on leaves.
- Training new staff as required.
- Create marketing materials.

Qualifications / Experience / Knowledge /Skills required:

- Undergraduate qualification and minimum 3 years' experience in international marketing.
- Advanced MS Office and computer literacy skills, in particular Outlook functions.
- Strong interpersonal and organisational skills.
- Excellent presentation and highly-developed customer relations skills.
- Strong problem-solving skills and a 'can do' attitude.
- Strong sales background and have demonstrated a high rate of sales conversions.
- Fluent in English and outstanding documentation skills.
- Applicants who speak Spanish, Portuguese and/or Italian will be highly regarded.

Other Requirements

- Knowledge of the ELICOS, High School, VET and Higher Education sectors is compulsory.
- Knowledge of ESOS Act is preferable.
- Advanced administration skills.
- Relevant supervisory experience is an added advantage.
- Support for Ozford's policies and procedures.
- Additional duties and responsibilities as directed by the Head of Marketing.

Key Performance Indicators

- Exercise initiative and a degree of autonomy.
- Meet agreed targets as set with the Head of Marketing.
- Consistent accurate and timely completion of all documentation.
- Contribute to effective teamwork.
- High level of customer service to ensure satisfaction of Ozford clients.

High level of professional conduct at all times. To be eligible to apply for this job you will need to be an Australian Citizen or Permanent Resident.

To apply please send your cover letter and resume to recruitment@ozford.edu.au

Please note only shortlisted applicants will be contacted.