

Recruitment and Marketing Manager (Korea) US Specialist

Company context

INTO University Partnerships works with leading UK and US universities, investing in the development of world-class international student centres. With a clear focus on and commitment to the delivery of the highest quality of student experience, we specialise in preparing students for undergraduate and postgraduate study at partner institutions and other leading universities in the UK and beyond. Our Centres deliver guaranteed progression to undergraduate and postgraduate courses.

INTO operates a network of Regional Offices around the world supporting the recruitment of international students to our University centres in the UK, USA and China.

Role Context

Based in the Seoul, the INTO Recruitment and Marketing Manager (Korea) – US Specialist will be responsible for the recruitment of students for INTO's 12 US Centres, education agent management and budget control.

Korea wide travel and occasional travel in the region and to the USA will be necessary. Flexibility is required to meet the demands of the post, including regular evening and weekend work. Assistance with INTO UK products when required is also an important aspect of the role.

Reporting Lines

This role reports to the Regional Director, North Asia.

Key Accountabilities

The following tasks provide a general overview of the types of activity the successful applicant will be expected to engage in on a day to day basis. The tasks are not intended to be an exhaustive list of responsibilities as the nature of our business requires all employees to be flexible, dynamic and to have the capacity to think creatively when presented with challenges.

Sales

- Achieve and or exceed annual targets while staying with set financial budgets
- Assist in the Development of an annual business plans with the Regional Director North Asia
- Act as an Account Ambassador for key agencies and organisations within region
- Attendance and active involvement in team meetings
- Exhibit excellent presentation and business writing skills
- Maximise sales development opportunities
- Maximise product development opportunities
- Manage effective launch of new products
- Contribute to a monthly marketing report

- Provide regional insight into student enrolment reports
- Liaise with Centre based staff to ensure free flow of information between regional office and centres
- Manage and grow business relationships with agencies and other suppliers of students within recruitment territory
- Identify, maintain and develop relationships with key sponsorship bodies including embassies, government agencies and private sector sponsors
- Promote INTO centres at feeder institutions, exhibitions, seminars and events
- Analyse, recommend and present marketing or advertising opportunities
- Where appropriate, provide direct programme counselling to prospective students

Marketing

- To attend and support educational fairs and exhibitions as required (weekend work required)
- Answer phone calls and reply to emails from agents and prospective students
- Assist the senior recruitment staff with the management of both small and large projects which support the recruitment of students through our agent base and other stakeholders such as schools, universities and government departments
- To account manage selected recruitment agencies
- Gather testimonials from INTO scholarship recipients
- Create Korea language presentations and marketing documents
- Update the INTO Korea agent Box folder
- Co-ordinate INTO Centre staff visits to Korea

Customer Service

- Closely liaise with Central Admissions to encourage an efficient, customer centric approach to the student application process
- Ensure agents always receive appropriate levels of customer service
- Present a professional and positive image of INTO at all times
- Confidence to suggest and make improvements to customer service at all levels within the organisation

Financial

- Develop and execute against annual enrolment targets
- Actively manage cost base for specific agents
- Ensure accurate financial reporting requirements are met
- Timely and accurate submission of financial duties such as cash and credit card expenses

Remuneration

Salary subject to qualifications and experience.

In addition to a competitive salary INTO also offers staff a generous annual bonus (based on meeting various targets), 20 annual leave days and lieu days in return for weekend work.

Application Process

Please refer to the job description for the necessary skills and experience required.

Email an English language resume along with a cover letter stating why you are suitable for the role to christopher.piwarski@intoglobal.com by COB Friday the 4th of October 2019.

Only those candidates selected for an interview will be contacted.

Person specification

	Essential	Desirable
Education and qualifications	<ul style="list-style-type: none"> • Educated to undergraduate level in the USA • Excellent command of written and spoken Korean and English • Demonstrate competent IT skills in Microsoft packages 	<ul style="list-style-type: none"> • A relevant Business qualification to a graduate level • Salesforce experience
Experience, knowledge & skills	<ul style="list-style-type: none"> • A minimum of 3 years relevant work experience (international education industry) • Approachable, with a facilitative style • Ability to implement good administration practices and protect the organisation from over-expenditure and potential risk • Able to communicate complex information in a simple way. • Ability to be assertive and constructive when required. • To be resilient, positive and flexible • Good team player. • Good attention to detail. • Ability to use initiative and work independently when required. • Ability to be discrete, confidential and sensitive in all issues. • Good organisational and work management skills. • The ability to prioritise, meet deadlines and work under pressure. • Ability to implement and work with clear systems and processes. • Fluent in English language. 	<ul style="list-style-type: none"> • Experience of driving through and facilitating change • Ability to adapt communication style to meet the business requirements. • Ability to present a positive image of the company as the first point of contact for people inside and outside the company. • Ability to build and manage good working relationships with people at all levels. • Experience of finding solutions to complex problems and communicating clear practical advice

Safeguarding

As part of our Safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

INTO is an equal opportunities employer. INTO is committed to safeguarding and promoting the welfare of young people, and child protection screening will apply. www.intoglobal.com for further details.