



Career Opportunities



Date Listed: 18 May 2006

POSITION: **DIRECTOR, SALES & MARKETING**

- Market Leading International Education Group
- Sydney CBD Campus

DETAILS: Your new employer offers quality business degrees on behalf of a leading Australian university on its Sydney CBD campus. The company is part of a highly regarded Australian education group that operates globally. Going beyond the role of other tertiary institutions the company aims to provide students with employment and career services that give them the edge in the competitive job market. To enable the company to achieve further growth, it needs to fill this key position in the senior management team.

In this challenging position, you will contribute directly to the company's growth by increasing student numbers and enrolment income. You will lead the sales, marketing and admissions team to develop and implement effective student recruitment strategies. In particular, you will have an understanding of the value of key clients and manage key accounts so as to achieve enrolment targets. This will include supporting and growing the agent network. You will initiate promotional activities that will raise the profile of the company and undertake market development activities for growing the business.

To succeed you must have a track record of sales and a network of contacts in the international education market, preferably in key markets of China and the Asian region. Knowledge of the contemporary and emerging strategies that can be used to secure and maintain supportive recruitment in the industry is also essential. You are an energetic and enthusiastic executive who is able to lead and work in a team. Strategic skills coupled with willingness to undertake operational sales work are crucial in this small business environment. Relevant tertiary qualifications are essential. Knowledge and experience of marketing, including promotion, advertising, branding, building media presence and public relations, would be very well regarded.

Please email your resume to apply@j-yes-consulting.com or post to J-YES Recruitment & Consulting, L25, 2 Chifley Square, Sydney 2000 or fax (02) 9328 6025. For a confidential discussion, please call Joyce Yong on (02) 8220 8102.