



Career Opportunities



Date Listed: November 2007

POSITION: **MARKETING & COMMUNICATIONS MANAGER**

- Grow your marketing career with a fast growing, quality language and VET college

DETAILS: Your new employer is part of a company that is dedicated to the education services industry in Australia. It aims to establish itself as the top provider of niche language and vocational programs nationwide. After only two years since establishment the college is now among the market leaders in academic programs (IELTS, FCE, TESOL and TECSOL) and has a reputation as a quality provider of General English. To enable the college to achieve further growth, it now seeks to appoint a dynamic Marketing & Communications Manager who will be able to deliver the college's vision of growth with quality to both internal and external stakeholders.

Your new position represents an outstanding opportunity to build your marketing career in the \$10 billion dollar international education sector. You will be responsible for managing both internal and external communications to ensure the flow of market information into the organisation and product information out to the marketplace. You will monitor and analyse market trends to develop strategies to enable the college to capitalise on opportunities and defend against threats. Monitoring sales and enquiries and participating in sales meetings to develop sales strategies are key aspects of the role. You will also be an important contributor to promotional activities that will raise the profile of the college and undertake market development activities for growing the business.

To succeed you must be a self-directed and professional marketer with a track record of meeting targets and deadlines. Knowledge and experience of marketing, including promotion, advertising, branding, building media presence and public relations, are essential. Exemplary written and oral communication skills at native English speaker level are also essential. You will have relevant tertiary qualifications and be an energetic and enthusiastic individual who is able to work strategically as well as at a hands-on level.

Please email your resume to apply@j-yes-consulting.com or post to J-YES Recruitment & Consulting, PO Box 513, Woollahra 1350 or fax (02) 9328 6025. For a confidential discussion, please call Joyce Yong on (02) 9327 3568