



## Job Description

<b>Name:</b>	
<b>Job Title:</b>	International Marketing and Sales Assistant Manager
<b>Reports to:</b>	Operations/Compliance Manager
<b>Hours:</b>	38 hours per week full time between 8.30am - 5pm + reasonable additional hours as required from time to time
<b>Job Purpose:</b>	<ul style="list-style-type: none"> <li>• Provide exceptional and timely customer service to internal and external customers/students of MGIT</li> <li>• Conduct follow up on pending student inquiry, pending COE's ,etc.</li> <li>• Build and raise the profile of the MGIT and MIS company brands</li> <li>• Create and implement all marketing activity and collaterals</li> <li>• Report on marketing data and review marketing collateral</li> <li>• Report on and manage marketing budget</li> <li>• Create and review marketing plan and calendar</li> <li>• Coordinate attendance and representation at relevant expos</li> <li>• Manage articulation agreements with universities and relevant industry partners</li> <li>• Manage and maintain Third Party (agents) Information</li> <li>• Assist Compliance Officer in monitoring Third Party performance</li> <li>• Create Letter of Offer/Acceptance</li> <li>• Support International Students Pastoral Care</li> <li>• Create and implement International Students Social Events</li> <li>• Conduct Student Feedback survey</li> <li>• Lead the Marketing and Sales Team (in the absence of Sales/Marketing Manager)</li> </ul>
<b>Responsibilities and Duties:</b>	<p><b>Manage Marketing activities</b></p> <ul style="list-style-type: none"> <li>• Build and raise the profile of the MGIT and MIS company brands</li> <li>• Develop innovative campaigns and new communication strategies</li> </ul>



	<ul style="list-style-type: none"><li>• Work with Administration Team Leader, Business Development Manager, Operations/Compliance Manager, Training Coordinator and other relevant parties across the business to plan and communicate marketing activities</li><li>• Report on relevant marketing campaigns including lead capture, social media results and Search Engine statistics</li><li>• Work with Senior Management and Marketing team to develop new collateral</li><li>• Manage existing stock levels and ensure branding is up to date</li><li>• Manage all email communications including newsletters, product launches, campaigns, course updates and any other news announcements</li><li>• Gather competitor information and communicate this to Management</li><li>• Liaise with external suppliers (e.g. Print Works, Clixpert) to source competitive and good quality supplies/services</li><li>• Monitor all print media advertising for both MGIT and MIS, ensuring that all advertising is relevant and accurate</li><li>• Conduct research (including conducting surveys) that will assist in the direction and decision making towards the company's delivery strategies</li><li>• Develop and maintain all industry contact lists</li><li>• Create and implement relevant student social events</li></ul> <p><b>Management of website/social media information</b></p> <ul style="list-style-type: none"><li>• Monitor both the MGIT and MIS website and social media accounts</li><li>• Promote organic searches of MGIT/MIS</li><li>• Ensure all information and forms on both websites are current, attractive and compliant</li><li>• Recommend/action changes where appropriate</li></ul> <p><b>Sales MGIT</b></p>
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- Coordinate sales communications, activities and events
- Create sales policies / procedures that are compliant and relevant
- Recommend changes to sales approaches/script etc
- Monitor Third Party performance
- Assist with any sales enquires if required
- Source relevant databases for sales leads
- Produce sales reports
- Coordinate weekly sales report from the sales team and submit to Operations Manager & CEO by Monday COB (for the previous week)
- CRM Administrator - ensure that data entered into the CRM is accurate, up to date and completed in a timely basis
- Enter all leads into CRM and assign leads to sales team member
- Monitor action taken by sales team for leads assigned to them

### **Learning Partnerships**

- Act as the point of contact for MGIT
- Ensure MGIT/MIS is appropriately advertised on Learning Partners website and other search tools (e.g. Microsoft Pinpoint)
- Ensure partnership KPI's are well known within MGIT and performance against these KPI's are regularly reported on (e.g. exam sales, corporate bookings etc)
- Contact relevant IT and Management companies regarding their products/courses and form learning partnership agreements with them

### **Marketing Administration for International students**

- Issue Letter of Offer/Acceptance (when needed, to support Administration Department)
- Issue welcome letter to newly enrolled students, send reminder letter for new term start date



	<ul style="list-style-type: none"><li>• Conduct end of term student feedback survey</li></ul> <p><b>University Articulation Agreements</b></p> <ul style="list-style-type: none"><li>• Contact relevant universities regarding their courses and potential articulation agreement between MGIT and their university</li><li>• Organise and submit all relevant articulation application paperwork</li><li>• Coordinate marketing materials for articulation</li><li>• Ensure agreements are advertised and marketed appropriately</li><li>• Report on articulation outcomes</li></ul> <p><b>Manage Exhibitions</b></p> <ul style="list-style-type: none"><li>• Research relevant industry exhibitions suitable for the company</li><li>• Manage all expos including the booking, branding, set-up and pack down at events</li><li>• Represent MGIT/MIS at networking events and expos</li><li>• Coordination of promotional brochures and collateral for events</li><li>• Staff rosters and briefing</li><li>• Liaise with internal/external contacts for equipment and staff required</li><li>• Follow up leads from events to maximise ROI and analysis and measurement of sales</li><li>• Report on expo outcomes including leads generated</li></ul> <p><b>Lead Marketing and Sales Teams</b></p> <ul style="list-style-type: none"><li>• Interview and recommend staff to be hired</li><li>• Train and develop staff</li><li>• Review staff leave requests and ensure appropriate HR documentation has been completed</li><li>• Provide regular feedback to staff regarding their performance and train/develop staff to reach their potential</li></ul>
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	<ul style="list-style-type: none"> <li>• Participate and support the Performance Appraisal process</li> <li>• Inspire and motivate staff to set goals and to achieve these goals</li> <li>• Communicate with staff daily so to determine their performance and identify any potential issues and act accordingly</li> <li>• Identify and adequately respond to any hazards identified by staff</li> </ul> <p>Other jobs as required from time to time</p>
<p><b>Personal Requirements:</b></p>	<ul style="list-style-type: none"> <li>• High level communication skills, both verbal and written</li> <li>• Open and effective communication with Management, colleagues, suppliers, learners and industry partners</li> <li>• Highly creative and resourceful</li> <li>• Strong leadership skills and the ability to motivate, coach and mentor</li> <li>• Strong time management and organizational skills, including attention to detail and the ability to meet deadlines</li> <li>• Strong computer skills</li> <li>• Results oriented, accountable and resilient</li> <li>• Solutions focused, versatile, rational and proactive in decision making</li> <li>• Friendly, patient and professional manner</li> <li>• Ability and willingness to travel to exhibition locations nationally</li> </ul>
<p><b>Academic Qualifications, Certificates and Licenses</b></p>	<ul style="list-style-type: none"> <li>• Highly Desirable- Tertiary qualifications in Marketing or Business</li> <li>• Essential- Drivers License &amp; well maintained car</li> </ul>
<p><b>Desirable criteria when recruiting</b></p>	<ul style="list-style-type: none"> <li>• Prior marketing experience, ideally in an RTO</li> <li>• Prior Team Leader/Management experience</li> <li>• Current working knowledge of the VET sector and an understanding of ASQA and AQF compliance</li> <li>• Experience using CRM</li> </ul>

**Merage Global Institute of Technology (MGIT)**

Marketing and Sales Team Leader Job Description Version 1

**Note:** Due to the fluid and ever changing business needs, job descriptions will be reviewed and updated regularly to meet business needs and requirements. Staff will be consulted and notified of the changes to their roles.