

**Job Description & Specification – Bloomsbury International**

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| <b>Job title:</b>  | Sales & Marketing Executive  |
| <b>Reports to:</b> | Managing Director  |
| <b>Job Purpose</b> | Responsible for maintaining excellent relationships with agent accounts in specific market regions and ensuring sales targets are met. To analyse sales and help develop and implement a marketing plan in order to grow the business. To market the school in various ways including via the website, promotional materials, attendance at fairs and trips in country and abroad. |

| <b>Specification – Criteria</b>   | <b>Essential</b> | <b>Desirable</b> |
|---|------------------|------------------|
| Undergraduate degree: minimum 2:1   | Yes              |                  |
| Proven experience working in a sales: minimum 2 years   | Yes              |                  |
| Proven ability to work as a team  | Yes              |                  |
| The ability to engage and communicate productively with an international community of clients & customers | Yes              |                  |
| Excellent organisational and record keeping skills  | Yes              |                  |
| Dynamic, persuasive, motivated and hard working   | Yes              |                  |
| Knowledge and previous experience of the EFL industry   |                  | Yes              |
| Second language   |                  | Yes              |

**Job Description – Key areas of responsibility**

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| To establish and build relationships with new business contacts in order to grow the business   |
| To maintain excellent relations with all active agents, i.e. those clients who make regular bookings with the school and those with a clear potential to become active agents in the future |
| To respond to enquiries from agents and negotiate the best price  |
| To ensure that targets are met  |
| Analyse sales figures and help to develop and implement marketing strategies so as to grow the business   |
| Report and present sales results at monthly meetings with the Managing Directors  |
| Attend team meetings and share best practice with colleagues  |
| To monitor our competitors’ courses and prices in order to keep abreast of the current demands of the market and provide fresh ideas for new courses and promotions                         |
| Ensure database and associated admin are maintained   |
| To monitor the stock of marketing materials and ensure agents receive up-to-date brochures and pricelists.  |
| To monitor website and offer creative ideas in order to increase the business   |
| To keep up to date with market news, trends and opportunities with your assigned markets  |
| To travel extensively for regular in country meetings with agents in your designated regions and to your assigned countries   |
| To help promote incentives and special offers internally and externally   |
| To assist with the arrivals and testing on Monday morning   |
| To assist with the practical arrangements for group bookings  |

NOTE: This job description is not intended to be all-inclusive. Employees may perform other related duties as negotiated to meet the on-going needs of the organization.