

Sales and Marketing/Admin Assistant Manchester Academy of English

To assist in the coordination of the sales and marketing promotion of Manchester Academy of English courses and programmes in providing administrative support; to liaise with agents abroad and local potential students; providing and following up on routine quotations for courses and to organise regular mail shots; work toward targets; organise familiarisation trips for agents or different bodies with related businesses; assist with the update of the website; forecasting sales and marketing costs; assist in the enrolments departments booking procedures; coordinate the operations for the delivery of products; other objectives as decided by Director from time to time

Nature of Post:	Full Time
Main Purpose of Job:	To assist Manchester Academy of English with sales and marketing account maintenance/ development of new businesses and coordination of the operations related to products
Reporting Relationships:	Academic Manager; Operations Manager; Director
Other essential contacts:	(a) All admin staff (b) Teaching staff (c) Agents both in the UK and overseas (d) Students at the school (e) Suppliers for the delivery of the operations linked with different programme

Main Duties:

- To assist with the marketing and sales and support promotional activities of Manchester Academy
- To assist with the development of marketing and promotional plans
- To assist with the development and help to expand existing and new EFL business
- To represent the school
- To promote the school to potential clients, partners, agents or suppliers
- To assist in the coordination of the operations/services for clients with suppliers and agents
- To assist in the delivery of our products (both year round and summer)
- To assist with the smooth running of evening language courses
- To be part of the emergency phone team

The following sections describe the main duties and responsibilities which may be assigned to the post holder but there may be variations to meet the requirements of the Marketing/General office from time to time.

1. To be part of the Administrative team	Reporting to the Director and Operations Manager, to be responsible for the efficient running of the sales and marketing activities
2. To assist with the planning and marketing of the sales team	(a) To assist in the management of the Academy's International Marketing Strategy in its international markets and set priorities (b) Using a co-operative and non-authoritarian relationship style, to motivate team work from staff towards the sales and marketing activities
3. To assist in Manchester Academy's recruitment activities at home and internationally.	<p>(a) To develop new international markets for English courses, and look for ways of developing new projects and courses in order to expand sales and generate new growth of business</p> <p>(b) To be responsible for liaison with agents, to build on and develop existing and new relationships,</p> <p>(c) From time to time represent the Academy at international recruitment fairs, exhibitions and missions and other relevant events.</p> <p>(d) To organise promotional visits for agents and potential clients</p>
4. To supervise those providing support for international students	To have a general overview of international students support activities, student welfare, and social programme.
5. Development with Academy staff	<p>(a) Development work with the Academy's staff to ensure consistency of image and house style, with the emphasis on style and quality</p> <p>(b) Assist with the delivery of quality controls to ensure the smooth and efficient running of the sales and office administrative teams</p>

Responsibilities:

- Maintain existing accounts with liaison with overseas agents, educational institutions (ie the British Council)
 - Research new and existing markets to develop new businesses
 - Organise mail shots, brochures and publicity material both on a day to day basis and for international student/educational fairs
 - Assist in designing promotional materials
 - Assist with student welfare
 - Assist in developing marketing techniques and approaches in recruiting students both locally and internationally
 - Developing links with agents and educational institutions throughout the world
 - Assist logistically in developing new products for Manchester Academy of English
 - Assist and attend familiarisation trips for potential and existing agents
 - Work unsociable hours when position required
 - Assist with the monitoring of local recruitment and walk in business
 - Keep records of marketing and sales expenditures for each markets
 - Supply sales marketing agenda before trips and reports after trips
 - Supply sales marketing reports for new markets
 - Keep all relevant members of staff informed at all times, utilising all forms of communication
 - Undertake additional hours at peak times
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- To undertake such other relevant duties as may be commensurate with the post as may be requested by the Director from time to time. Such agreement should not be unreasonably withheld.
 - You have a legal duty that gives you responsibility, so far as is reasonably practicable, to ensure that you do not endanger yourself or anyone else by your acts or omissions. In addition you must cooperate with the Academy on health and safety matters and must not interfere or misuse anything provided for health, safety and welfare purposes.
 - It is the responsibility of employees to apply the Academy's Equal Opportunities Policy in their own area of responsibility and in their general conduct.
 - All staff have a responsibility for promoting high levels of customer care within their own areas of responsibility.

Special Circumstances

The post holder will be required to work at weekends and evenings when representing the Academy abroad or in the UK or during the coordination of operations when needed.

PERSON SPECIFICATION

Short listing will be based on the criteria listed below in the Person Specification. Applicants should therefore show in their application how their skills and experience match those criteria.

Essential

- Demonstrate strong interpersonal and communication skills, including a helpful and constructive attitude, a pleasant manner and clarity of speech.
- High quality presentational skills
- Smart appearance and confident, professional approach
- IT skills including ability to use MS packages
- Excellent organisation skills and ability to deliver projects on time. This would include the ability to organise and prioritise a personal workload to precise deadlines
- Marketing/sales experience preferably gained in the service industry
- Flexible attitude to work, personal learning and meeting professional responsibilities including the willingness to work outside office hours.
- Strong commitment to equal opportunities.
- Be available, sometimes at short notice, for overseas travel, emergency back up
- Proficiency in at least one foreign language

Desirable

- Knowledge of International affairs and of the EFL industry
- Educated to degree level