

## Educational Sales Manager

Employer: Ashbourne Independent School Limited  
Location: Kensington, London  
Job Title: Educational Sales Manager  
Job Type: Full time: [37] hours per week  
Salary: Range from £33,500 - £35,500 per year

**Date of posting:** 02.10.2017

**Closing date:** 30.10.2017

Ashbourne Independent School (AIS) is one of the leading providers of private sixth form education in the UK. Wonderfully situated near Kensington Palace, AIS is an acknowledged leader in the field of exam-orientated education whilst preparing students for life beyond A levels. Following the university ethos, the college combines informality and an adult approach to education, at both A level and GCSE, with outstanding results. To enhance our superb, tightly knit, energetic admissions team we are looking for a team member with a great personality; is passionate to work with young adults and have strong analytical and statistical skills.

This demanding role requires excellent communication and interpersonal skills and will appeal to those who love working with people and is excellent at multitasking. Primarily focused on developing relations with potential clients and feeder organisations whilst increasing sales targets, this job is challenging and rewarding.

We have a vacancy for an Educational Sales Manager, to spearhead and manage our marketing initiatives to promote AIS in the UK and Far East.

Ashbourne is committed to equal treatment of all applications and safeguarding the welfare of children. It expects its staff to share these commitments as well as undergoing an enhanced DBS check.

### **Main duties and responsibilities:**

You will be required to:

- Liaise with and report to senior staff members to determine the range of courses and educational services sold and offered, whilst contributing to the development of sales strategies and setting of sales targets and income for our January and September intakes;
- Discuss customer (students' and their parents') requirements and carry out different surveys, analysing customers' reactions to the courses and services we offer, including pricing, quality, standards etc.;
- Compile and analyse sales figures to use for future projections, prepare proposals for marketing campaigns and promotional activities and undertake market research;
- Prepare and manage advertising campaigns for marketing purposes; prepare for different marketing campaigns both within the UK and overseas markets as well as analysing other promotional activities, such as scholarships campaigns, drama/music auditions campaigns, etc.

- Handle customer accounts with regard to any enquiries related to the courses and services being offered to them and to maintain quality control;
- Recruit and train junior sales staff who work both on full and part-time basis;
- Produce reports and recommendations concerning marketing and sales strategies for senior management;
- Keep up to date with both direct and indirect competitors as well as with other similar courses and services to allow us to be more knowledgeable about the market and improve what we are offering
- Develop and implement procedures to deal effectively with customer requirements and complaints including the surveys and analysis of the customers' feedback towards our product (i.e. the courses/education services we offer)
- Prepare sales invoices and maintain records and accounts of sales activity
- Develop and build on strong working relationships with agents, schools and customers (both current and prospective) to increase brand awareness and sales targets;
- Produce promotional materials to enhance the school's brand name to its ever emerging global market;
- Assist the Head of Admissions, Director of Studies and Principal with any marketing and sales related matters

**Necessary skills, qualifications and experience:**

- Experience within the private education sector and within education recruitment is essential;
- University degree required;
- Proficient in the use of Microsoft Word, Excel, Photoshop, video editing software is essential;
- Excellent verbal and written communication skills;
- Computer functional and ability to quickly adapt to new software.
- Excellent understanding of social networks and needs of young people that use this medium
- Fluency in English, French and Vietnamese is essential

Please send your CV to <admissionsjobs@ashbournecollege.co.uk>

Closing date for applications: 30.10.2017