

Sales and Marketing Administrator

Part-time, permanent position. Immediate start.

18.75 hours per week

£20,000 - £22,500 per annum pro rata

Application deadline: 23.09.2016

Under the management of the Director and Director of Studies, the post holder will undertake a wide range of sales and marketing duties. This is a new position within the company and offers an exciting challenge to put in place procedures and strategies to ensure The English Experience expands on established clients, while developing new ones. The post holder will need to quickly understand the needs of an independent English language school and develop strategies to successfully grow an established and successful business.

Core responsibilities

- Update and maintain the company CRM system and aid in developing a new database to maximise efficiency.
- Maintain easy to use systems with maximum effect.
- Liaise with the Director/Director of Studies to create and implement a successful marketing plan within the allocated budget. Assist in the design and implementation of targeted marketing campaigns.
- Set up processes to ensure all leads and enquires are dealt with effectively. Manage and develop the company's social media, including school website.
- Keep all files and records up to date and maintain contact with agents/schools/clients.
- Keep up to date with trends and markets within the EFL sector and be aware of changes within the market.
- Work with colleagues and external agencies to produce promotional print and digital materials of a high standard and appropriate for the school's needs.

Contact with clients

- Respond to queries from group leaders after the arrival of the groups, organise social meetings to promote the school's products.
- Attend fairs and marketing opportunities both in UK and abroad.
- Build relationships with clients, future clients and colleagues.
- Respond appropriately to clients' needs to ensure successful outcomes and future bookings.

General duties

- Keep up to date with the company's policies and procedures, ensuring they are adhered to at all times.
- Carry out all training required by law to work with under 18 year olds.
- Contribute to the general smooth running of the school as requested by the Director.
- Ensure all expenses are dealt with as laid out in the staff handbook.
- Undertake other tasks from time to time as deemed necessary by the Director.