



Job description

Position: Manager – Sales & Marketing

Reporting to: Managing Director

Location: Dubai, UAE

Key responsibilities:

Sales

- Develop strategic sales plans that ensures attainment of company sales goals and profitability
- Develop tactical sales plans during the year before and during course launch/market entry
- Oversee the entire sales process from lead generation and negotiation, to closing & post-sales activity
- Contribute recommendations to product features and pricing
- Create and update reports accurately and present these in a timely manner
- Ensure that payments from sales are collected by due dates and that this is handled carefully
- Review and action requests, refunds, deferrals and feedback from students
- Manage the inventory of study materials and other stock for courses
- Arrange and execute sales events, seminars and workshops
- Achieve individual as well as the overall sales team targets
- Ensure that the sales function delivers high standards of customer service
- Suggesting process and product improvements

Marketing

- Create and execute marketing strategies and plans to meet company objectives
- Develop and be responsible for the marketing budget to ensure efficient spending gets effective results
- Create and generate reports relating to marketing performance
- Ensure the timely creation and placement of advertising across a variety of channels for successful lead generation
- Manage the production of quality marketing collateral such as brochures, banners, newsletters, HTML email shots
- Implement the Digital strategy to successfully achieve online awareness, traffic, interaction, and engagement
- Liaise with a range of stakeholders including customers, colleagues at various locations, suppliers and partners
- Ensure the website is always kept fresh, relevant and up to date
- Write and proofread content and copy for the website and other communications
- Maintain relationships with media and source opportunities for PR
- Collaboration with partners and universities to promote offerings



- Successfully interact with and engage our network of Alumni
- Evaluate customer and competitor data, market conditions, and implement marketing plan alterations as needed while communicating findings

People Management

- Motivate, inspire and manage a high performing marketing and sales team
- Train sales staff on processes, products, pitch, and selling
- Review team performance and conduct annual reviews
- Partake in hiring and selection when required

Qualifications:

Essential - Bachelor's degree from a reputed university

Desirable – A Master's degree or Professional qualification in Marketing

Experience:

Essential - A minimum of 4 years of experience in Sales & Marketing

Desirable - Experience in the Education Sector

Required Skills:

- Excellent conceptual clarity in Marketing
- Ability to come up with innovative, effective ideas
- Creative with a keen eye for detail
- Excellent written and spoken English skills and good interpersonal skills
- Ability to take ownership of a task from start to finish and manage projects effectively
- Works with minimum supervision and control
- Good understanding of digital marketing – PPC advertising, SEO and google analytics
- Intermediate level of technical proficiency, particularly with Word, Excel and PowerPoint
- Numerical ability and strong commercial awareness