**Student Recruitment and Marketing officer**

We represent a collection of higher education Institutions in Australia, Europe and in the Far East, both for undergraduate and vocational diploma categories and would be working closely with these Institutions in identifying and recruiting students and in facilitating their admission. In this regard we are looking out for a *Student Recruitment and Marketing Officer*.

**The Role:**

The position will be responsible for the development and implementation of the company’s marketing and student recruitment strategy, which will facilitate the recruitment of students who meet the requirements of the Institution and who have the desire to follow the chosen courses.

**Major Duties:**

***Recruitment*** –

1. Develop new relationships with prospective students, parents, schools, colleges and other organisations. Function as the point person for recruitment events, such as open days at schools, career days and education exhibitions.
2. Assist with the creation and execution of annual recruitment plans, recruiting budget, and calendar of events
3. Assist with the creation and delivery of candidate communications, receiving and processing documents, including confidential information, for incoming applications, data entry and verifying accurate information and responsible for filing and maintaining organization of physical and electronic files and data banks.

**Marketing –**

1. Take a lead role in developing and implementing the company’s marketing and student recruitment strategy
2. Gather market and competitor intelligence and conduct market research.
3. Develop a network of relevant marketing contacts and use this network to inform them of the development of activities at the company and new programmes that are being offered by existing and new education providers represented by the company.

**Preferred areas of Experience:**

• Experience in working with diverse student populations in the past and/or has the experience of being enrolled as an overseas student.

• Experience in copy-writing for a variety of platforms, including social media and email marketing.

• Prefer detail-oriented and strong organizational skills. Ability to multi-task and work independently desirable

**Minimum Qualifications:**

* Adegree from an accredited University or completed level 6 examination of the Chartered Institute of Marketing
* Age below 35 years

Please send in your CV with details of two non-related referees to vacancy@sapa.consulting

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