

**Position: Marketing Specialist of Massey Pathway Program**

**Location: Beijing, Shanghai, Guangzhou**

**The company**

Kaplan Australia & New Zealand is a division of Kaplan International (KI), one of the world's leading providers of lifelong education, helping over one million students around the globe achieve their educational and career goals each year. While we provide a broad array of educational offerings through our programs, our commitment to providing unrivalled quality and great learning outcomes is consistent in each of our businesses. KI unites the English Language, Higher Education, Vocational Education and Financial Training sections of the business globally.

**The role**

We are looking to appoint a dynamic and target-driven Marketing Manager to provide program descriptions, application procedures, and assist students, counselors, and/or agents through the application process in accordance with established enrollment goals for international students. The position will assist and contribute to the development of regional and country specific strategies, broad and grass-root recruitment campaigns, actively participate in key recruitment events, agent/sub-agent training, while cultivating business relationships with agents, high schools, colleges, universities.

This position is based in China office with travel domestically 50-75% of the time and possible international trip opportunity per year.

**Marketing Specialist**

Amongst other duties, you will/will be responsible for:

- Driving student recruitment to achieve Massey University recruitment target for China
- Liaise effectively across the Kaplan network, including the marketing team, business operations, student services, admissions, counsellors, and supervisors to achieve enrolment objectives
- Be the main point of contact for agents and respond to their enquiries in an efficient and effective manner including phone, electronic media, face-to-face meetings, and written correspondence, to meet the overall enrolment goals. Strategically grow enrolment portfolio in China
- Promote Kaplan International on an on-going basis to generate new leads in the market by working with established key stakeholders, as well as identifying and pursuing new business opportunities
- Evaluate recruitment and marketing activities in the market and working within assigned budget
- Lead region and/or country specific events (recruitment, workshops, training, information sessions, and alumni events) to prospective Chinese students, agents, universities
- Provide guidance, counsel, and assistance with the program and visa application processes, and ensure seamless transition to Massey University Programs
- Collaborate with the business operations team to conduct analysis of enrolment data for assigned regions to ensure enrolment objectives are met

The post involves travel around the region for exhibitions, open days, seminars and agent visits. Many events the events are held on weekends and public holidays. Must have flexibility to work evenings and weekends as needed. The successful candidate will (ideally) have experience of travel within the region and will have the maturity and confidence to work independently soon after appointment to the role.

**Candidate profile**

**Essential:**

- Bachelor's degree from a New Zealand University, graduate of Massey University is highly desired. Equivalent combination of experience and/or education from which comparable knowledge, skills, and abilities have been achieved. More than 5 years' experience on 'study ANZ' industry.
- Experience of business development, agent channel management, and student recruitment.
- Demonstrated individual ability to establish, maintain, foster relationships, and close deals.
- Prior business development, recruitment, and/or group coordination experience in international education recruitment highly desired.

#### **Desirable:**

- Knowledge of the principles and practices pertaining to the assigned department. Knowledge of management and supervisory principles and practices.
- Knowledge of marketing and sales techniques. Skill in problem solving and decision-making.
- Skill in planning, analysing and coordinating activities and establishing priorities.
- Skill in establishing and maintaining effective working relationships.
- Ability to present materials to a diverse audience.
- Ability to coordinate large scale events, programs and recruitment campaigns.
- Ability to stimulate changes in individual, institutional, and corporate behaviours to create a more sustainable environment.
- Ability to lead by example in communicating, participating and encouraging support of the institution's sustainability programs.

#### **Application Procedure**

If you have the requisite experience and are excited by the opportunity of working in a dynamic and growing company, please **email your CV** along with **covering letter** to: [Xiaoxiao.zhang2@kaplan.com](mailto:Xiaoxiao.zhang2@kaplan.com)

#### **Application Deadline**

[31 May 2023](#)

#### **Further Information**

Employment is conditional upon successful completion of professional reference checks.