

Job Profile

Job title	Regional Sales Officer UK North		
Division/dept	Pathways GRU		
Working hours	40 hours per week	Start date	ASAP
Annual leave	33 days including public holidays per annum pro rata		
Reports to	Regional Sales Director, EMEA	Location	UK Flexible (Northern Region)
Salary	Competitive	Bonus	Sales incentive plan

Job purpose

With direction from the Regional Sales Director, EMEA to provide effective professional support for the Pathways' strategic and operational recruitment objectives across the UK agent markets across the north of England, Scotland and Northern Ireland

The role requires exceptional interpersonal skills including the ability to build strong internal and external relationships, the ability to communicate clearly and concisely across a diverse set of audiences, and negotiation and influencing skills. The successful candidate will be enthusiastic, target-driven, and a strong team player with a flexible approach to work. The role may include recruitment travel in the UK and internationally.

Main duties and responsibilities

Recruitment

- **To work with the Regional Sales Director and Regional Manager UK to achieve the recruitment target.**
- To work with the Regional Sales Director and Regional Manager UK to support the Pathways' recruitment objectives through attendance at recruitment events across its UK and international markets.
- To work with colleagues across Marketing and Student Recruitment to implement market-focused activity plans targeting UK Agencies.
- To build effective working relationships with the Colleges and deliver collaborative recruitment activities to achieve enrolment targets.
- To develop a strong understanding of the OIEG overall brand positioning, brand messages, subject provision and the unique positioning, provision and strengths of the Pathways Colleges and to use these to effectively promote the colleges to students, parents and key influencers in a range of priority markets.
- To be fully conversant with the admissions policies and procedures to ensure that all recruitment activities are compliant with admissions policies and processes.
- To attend recruitment events and advise/counsel student enquirers/applicants.
- To support effective relationship management with respect to overseas recruitment representatives, including undertaking a liaison role with agents in particular priority markets, identifying potential new representation in markets where the Pathways is not currently represented, and offering training for counsellors in-country (both in-market and from the UK). With direction from the Regional Sales Director and in collaboration with colleagues

from across the Marketing and Student Recruitment department, to support effective communications across OIEG's overseas network.

- To provide comprehensive reports on market visits, to disseminate these reports appropriately within the organization and to ensure that market intelligence gained through recruitment activity is fed back to colleagues within the Marketing and Student Recruitment Department and to Colleges to inform future activity and the development of new products and services.
- To work collaboratively with other colleagues in the recruitment team in disseminating and providing training for staff across the organization who are engaged in student recruitment activities.

Person specification		
	Essential	Desirable
Statutory requirements	<ul style="list-style-type: none"> • Eligibility to live, work and travel freely in the UK • Meet statutory and organisational child-safeguarding requirements 	
Qualifications	<ul style="list-style-type: none"> • Educated to a minimum of degree level • Fluent in English (spoken and written) and at least one of the languages spoken in the region of responsibility 	<ul style="list-style-type: none"> • Certified training in sale and/or marketing programmes • Degree in a business or marketing-related subject
Experience and knowledge	<ul style="list-style-type: none"> • Significant experience in educational sales in order 'to hit the ground running' and have an immediate impact • Excellent understanding of sales and marketing processes in the international education sector • Excellent knowledge of the region and its market trends • Excellent knowledge of the international HE and/or 6th Form market • Demonstrate in-depth knowledge of the products associated with international HE and/or 6th Form • Experience of producing sales reports 	<ul style="list-style-type: none"> • Good knowledge of Oxford International's portfolio of products and partners
Skills and abilities	<ul style="list-style-type: none"> • Ability to develop and execute sales plans • Excellent verbal and written communication skills • Excellent presentation skills • Skilled influencer and networker • Good relationship management and customer service skills • Ability to work both independently and collaboratively • Ability to work under pressure and meet tight deadlines 	

	<ul style="list-style-type: none"> • Good PC and database management skills • Language skills: Good written & spoken English and Mandarin Chinese 	
Personal qualities	<ul style="list-style-type: none"> • Has a highly organised approach to work • Thrives on exceeding sales targets • Acts with integrity at all times • Is a champion of the benefits and opportunities associated with international education • Adopts a 'can-do' approach offering innovative ways of responding to challenges 	

This job description is provided as a guide to the role. It is not intended to be an exhaustive description of duties and responsibilities and may be subject to periodic revision.