

International Coordinator, International Office

Report to

Director of International Office

Date

04 December 2020

Job Description

Summary/Objective

International Coordinator, International Office position is collaborating with General Manager for planning and implementing marketing, recruitment and product (International Baccalaureate/TKIS) development programs, both short and long range, targeted toward existing and new markets by performing the following duties personally and through subordinates.

Essential Functions

1. Oversees and evaluates market research and adjusts marketing strategy to meet changing marketing and competitive conditions.
2. Monitors competitor products and marketing activities.
3. Analyses different market demand and cultivate appropriate mindset to produce most effective marketing materials.
4. Prepares advertising and promotion activities including printing, online electronic media and direct mail.
5. Establishes and maintains relationships with overseas industry influencers and key strategic partners, such as agents and parents.
6. Establishes and maintains a consistent corporate image through all outcomes, promotional materials and overseas events.
7. Meets with key clients and assists education representatives with maintaining relationships and negotiating and closing enrolments.
8. Coordinates liaison between overseas clientele and other transactions related elements.
9. Prepares periodic enrolment report showing student volume and areas of proposed client base expansion.
10. Plans and coordinates Orientation Program each term to maximise the potential of future recruitment from visitors.
11. Proactively provides updates of new students to their family and resolve any initial concern.
12. Initiates follow-up session with existing students on a periodic basis to ensure rapport is bonded.
13. Assists inbound departments to resolve critical issue of students.

14. Ensures overseas clientele (parents and agents) receive academic updates of the students.
15. Ensures overseas clientele are at satisfaction before enrolment, during enrolment and after graduation.
16. Maintains relationship with Alumni from various regions and profiles Alumni when the time is appropriate.

Position Type and Expected Hours of Work

This is a full-time position, and hours of work and days are Monday through Friday, 8.45 a.m. to 5.06 p.m.

Travel

International travel to different countries (subject to the discretion of the Director) is required, travel load for this role is estimated at approximately 6-8 weeks annually.

Qualification

Bachelor or postgraduate related to this line of work