

Job Profile

Job title	Regional Sales Manager, Gulf		
Division/dept	University Partnerships GRU		
Working hours	40 hours per week	Start date	June 2021
Annual leave	25 days plus bank / national holidays		
Reports to	Regional Sales Director, EMEA	Location	Gulf States – Preferably UAE
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 Gulf States.

The main responsibilities of the role will be to expand and support the agent network across the Gulf, to work closely with government and commercial sponsors and to manage direct student enquiries to ensure that Oxford International meet their commercial objectives for the region.

Working to strict sales targets 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 will include a significant amount of travel around the region to cover sales and marketing events and to regularly meet partner agents and students. This will also include evening and weekend work.

Main duties and responsibilities

Recruitment

- To achieve or exceed New Student Enrolment (NSE) targets across the University Partnership portfolio
- To work with the Regional Sales Director to support the Pathways' recruitment objectives through attendance at recruitment events across the Gulf.
- To work with colleagues across Marketing and Student Recruitment to implement market-focused activity plans targeting bot sponsored and non-sponsored students from the region.
- To build effective working relationships with the Colleges and University partners that deliver collaborative recruitment activities to achieve enrolment targets.
- To develop a strong understanding of the Oxford International 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 target markets
- To be fully conversant with the admissions policies and procedures to ensure that all recruitment activities are compliant with admissions & UKVI 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, identifying potential new representation in markets where the division is not currently represented and offering training for counsellors in-country.
- 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 Oxford International'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.
- To source and drive business development opportunities (commercial partnerships, educational partnerships, in-country delivery opportunities)

Person specification		
	Essential	Desirable
Statutory requirements	<ul style="list-style-type: none"> • Eligibility to live, work and travel freely in the region • Meet statutory and organisational child-safeguarding requirements 	
Qualifications	<ul style="list-style-type: none"> • Educated to a minimum of degree level or equivalent or substantial relevant experience • Fluent in English (spoken and written) and Arabic 	<ul style="list-style-type: none"> • Certified training in sales and/or marketing programmes
Experience and knowledge	<ul style="list-style-type: none"> • A minimum of 5 years of industry experience 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 market • Demonstrate in-depth knowledge of the products associated with international HE • Experience of producing sales reports • A well established network within the industry of agents and partners 	<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/marketing plans • Excellent verbal and written communication skills 	

	<ul style="list-style-type: none"> • 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 • Good PC and database management skills 	
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.

OIEG is committed to safeguarding and promoting the welfare of children. The post holder's responsibilities for safeguarding the welfare of the young students in their care are to adhere to the OIEG Child Protection Policy. All OIEG employees are subject to enhanced DBS check or overseas equivalent.