

The Company

EF Education First is the world's largest private education company. We offer a variety of language training courses, educational travel and tours, and cultural exchange programs. Established in 1965, EF's mission is to break down barriers of language, culture and geography. Today, EF employs 39,000 professionals in offices and schools located in over 50 countries.

The Role

We are looking for a high caliber individual with a strong sales mind to join EF China's fast growing Study Abroad Division. The mission of the division is to double the business within 2 years. You will be part of the China management team and report directly to the Country Manager.

As the Country Program Manager of EF International Language Center for ILS/APP (Age from 16-24) programs you are responsible for Sales, Marketing and P&L of the program. You will develop, coordinate and implement the sales and marketing efforts of the program to increase the presence in China, generate new leads of potential customers through online and offline promotional campaigns, organize activities and events and develop new channels to grow the business.

Key Responsibilities

Sales

- Building and leading sales teams across China by continuous coaching, training and motivation of staff
- Being a sales role model for your team by closing your own sales
- Sales target setting and continuous follow up
- Develop and execute sales plans
- Sales activity performance (CRM) target setting, regular follow up and continuous improvements and optimization
- Business development, new channel development

Management

- Recruitment, training and management of sales teams in five offices across China
- Staff development, quarterly and yearly performance reviews to grow your dream team
- Manage the customer service and administrative process (pre-departure information, visa service, etc)

Marketing

- Defining the market vision of the program
- Determine the program's online and offline marketing strategy
- Plan, design and implement year-round marketing plan of the program including local initiatives and adaptations of global campaigns
- Create, develop and implement leads generation campaigns offline and online
- Develop online – and offline partnerships, online portal sites
- Develop novel marketing channels to increase EF's presence in online and offline areas relevant for young professionals in China
- Competitor analysis, continuously follow and benchmark product offering, marketing, activities and campaigns.
- Active networking within EF and outside EF to look for business opportunities and other collaborations

P&L

- Full accountability for the budget of the program
- Development of budget and continuous monitoring to control the spending
- Responsible for collection of customer payments

Requirements

- Highly sales-oriented and customer-focused mindset
- Ability to think big and see opportunities
- Positive mind set and “can do” attitude
- Strong networker
- Degree in business or marketing with some overseas experience
- Minimum 5 years of work experience in sales, marketing and business development
- Strong leadership capabilities, ability to manage a sales team
- Good knowledge of online and offline marketing tools and trends
- Entrepreneurial spirit, creative, attention to details and strong sense of ownership
- Result-driven with flexible work style and ability to perform under pressure
- Fluency in both written and spoken Mandarin and English
- Experience within education industry and/or marketing to young professionals will be a great plus
- Regular domestic and some international travel will be required