

LOCATION	Northbridge International School Cambodia, Phnom Penh	
JOB TITLE	Sales & Marketing Manager	
JOB PURPOSE	Reporting to the Director of Admissions & Marketing (DAM), you will be responsible for managing every stage of the customer journey for Cambodian families: awareness, consideration, purchase and advocacy. You will play an important role in driving our growth in student numbers and raising awareness of the school, particularly within the local Cambodian community.	
REPORTING TO	Director of Admissions & Marketing	
DIRECT REPORTS	Admissions Officer	
OTHER KEY RELATIONSHIPS	<ul style="list-style-type: none"> ▪ School SLT, teachers and support staff, parents and students ▪ Regional Director of Admissions and Marketing and other members of the South East Asia regional team ▪ The Central Marketing Team in Hong Kong ▪ HR Directors/Managers ▪ Feeder and competitor schools 	
PACKAGE	Competitive	
KEY RESULT AREA	MEASURES OF PERFORMANCE	
<p>You will have five key areas of accountability within school:</p> <ol style="list-style-type: none"> 1. Awareness: Understanding your target audience and helping to create the school's unique identity 2. Consideration: Generating leads from families through online and offline prospecting 3. Purchase: Turning enquiries into new starters through great sales techniques 4. Advocacy: Building an influential community of students and parents to drive positive awareness of the school 5. Integration: Integrating our unique identity and drive word-of-mouth recommendations across all touchpoints relevant to our target audience <p>Under the guidance of the DAM, your responsibilities will include, but not be limited to:</p> <p>Awareness</p> <ul style="list-style-type: none"> ▪ Use both formal and informal market research to ensure the school has an excellent qualitative and quantitative understanding of the market (particularly the Khmer market) and our competitor schools. ▪ Work with the DAM to ensure that the school's unique identity resonates with our target audiences <p>Consideration</p> <ul style="list-style-type: none"> ▪ Create Khmer-language content for use across owned, shared, earned and paid media ▪ Develop and deliver specific on- and offline campaigns as identified in the annual marketing plan ▪ Provide outstanding Cambodian marketing communications support for the school 	<ul style="list-style-type: none"> ▪ Key performance indicators: students on roll, enquiries and visits generated (with particular reference to the Cambodian market) ▪ Digital metrics ▪ Volume and quality of parent and external stakeholder engagement ▪ Timely, accurate and insightful reporting ▪ Professional development of direct reports 	

- Manage and monitor the school’s digital footprint across both owned and social media
- Coordinate and manage marketing activities such as exhibitions and fairs, open days, parent workshops and other events designed to showcase the school and drive enquiries and advocacy.
- Establish good working relationships with the Khmer-language media to generate interest in the school brand and secure platforms for the school’s stories.
- Liaise with and attend networking functions with Cambodian stakeholders in order to build positive awareness of the school.
- Manage the production quality and punctuality of marketing services vendors

Purchase

- Role-model the habits of an outstanding sales professional. This includes but is not limited to:
 - Taking the lead role in winning new Cambodian students: communicating in a compelling fashion what makes the school special; overcoming objections; closing the conversion of leads along the admissions pipeline; and providing outstanding customer care and follow-up.
 - Ensuring the Admissions Office complies with school policies and agreed practices on admissions.

Advocacy

- Manage both online and offline communications for Cambodian parents to convey and reinforce the school’s unique identity and the benefits of the education we offer
- Support the DAM and your academic colleagues to ensure that on-campus events and activities for parents are of a high standard and help build loyalty for the school.

Integration

- Ensuring that the school’s brand and core messages are integrated consistently across all touch-points, with particular reference to those relating to the Cambodian parent journey
- Contribute to ensuring the school brand meets the visual identity standards expected of a Nord Anglia Education school

Strategic Planning

- Assist the DAM with the development, implementation and evaluation of a costed admissions & marketing strategies for the school to deliver business goals and enhance relationships with key stakeholders.

Data capture and pipeline tracking

- Contribute to the maintenance of a clean, accurate and up-to-date database of prospective students, parents and other stakeholders at all stages in the Parent Experience Journey
- Report as required on KPIs and provide insightful interpretation of admissions data.
- Support the DAM to ensure the timely and efficient introduction of a new Customer Relationship Management system into the school.

<p>Staff management & wider school coaching</p> <ul style="list-style-type: none"> ▪ Provide the Admissions Assistant with supportive and focused leadership to enable her/him to reach their individual goals: act as a role-model and coach the best from them ▪ Support the DAM to promote the importance of admissions & marketing as a whole-school responsibility, so that every member of staff is aware of their role in attracting, converting and retaining students and is actively and appropriately engaged in all three activities. <p>Other</p> <ul style="list-style-type: none"> ▪ Contribute to the sharing of best practice in admissions and marketing across the school, SEA region and group ▪ Contribute constructively to team discussions on recruitment and retention ▪ Other appropriate responsibilities as requested by the DAM. 	
<p>Personal Development</p> <ul style="list-style-type: none"> ▪ Continual development through the identification and implementation of your own Personal Development Plan 	<ul style="list-style-type: none"> ▪ Positive performance appraisal
<p>Other</p> <p>We are ambitious for our students, our people and our family of schools.</p> <p>We believe that:</p> <ul style="list-style-type: none"> ▪ There is no limit to what every person can achieve ▪ Creativity and challenge help us get better every day ▪ Learning should be personalised ▪ Unique global opportunities enhance the learning experience <p>Promote and adhere to the Company Vision and Values:</p> <ul style="list-style-type: none"> ▪ Opportunity - For us, opportunities need to be meaningful, about achieving potential and making progress. ▪ Impact - For us, impact is about making a difference. It needs to be immediate, positive and lasting. ▪ Leadership - For us, leadership is about considering the team's needs as well as your own, setting inspiring examples, being supportive and showing real accountability and responsibility. ▪ Respect - For us, respect is about listening, being inclusive, showing tolerance and getting the little things right ▪ All staff are required to manage effective personal development as part of the Company's commitment to invest in staff as the key resource in the organisation ▪ Each individual must ensure that they meet their statutory responsibilities and Company policies with regard to Health and Safety, Equal Opportunities and other relevant legislation 	<ul style="list-style-type: none"> ▪ Role-model the 'Be Ambitious' philosophy each day ▪ Valued member of the team and the wider organisation

<ul style="list-style-type: none"> ▪ Nord Anglia Education is committed to the safety and well-being of children and young people, and all employees are expected to share and demonstrate this commitment ▪ Any other appropriate duties as allocated by the school Principal 	
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PERSON SPECIFICATION	
Qualifications/Training	
▪ Educated to degree level	Essential
Experience / Knowledge	
▪ A strong background in sales and marketing (minimum 4 years' experience)	Essential
▪ A very high standard of Khmer fluency, both spoken and written, including the ability to write engaging content for both online and offline media	Essential
▪ Fluency in spoken and written English	Essential
▪ A strong understanding of digital and social media strategies and their implementation	Essential
▪ Experience of a wide range of offline marketing, including event management, advertising and PR	Desirable
▪ A demonstrable track record of effective team management	Essential
▪ Experience of contemporary education and student recruitment	Desirable
Personal Attributes	
▪ Commercially aware and sales-orientated with good business acumen	Essential
▪ An excellent ability to listen to potential customers, empathise with their needs, deal with objections and close a deal	Essential
▪ Proficient communicator both oral and written	Essential
▪ Has gravitas that allows him/her to be accepted by other stakeholders in the school	Essential
▪ High level of integrity	Essential
▪ Excellent time management and organisational skills	Essential
▪ Self-motivated and able to prompt others to achieve deadlines and targets, calm under pressure	Essential
▪ Excellent attention to detail	Essential
▪ Affinity with and interest in education	Essential
▪ An absolute hunger to be better than our competitors	Essential
▪ A flair for innovation	Essential