

*ESTABLISHED IN 1998, VANCOUVER PREMIER COLLEGE OF HOTEL MANAGEMENT (VPC) HAS BEEN DEDICATED TO PROVIDING PROFESSIONAL HOSPITALITY EDUCATION TO STUDENTS FROM AROUND THE WORLD.*



VANCOUVER PREMIER COLLEGE

*Hotel Management*

### **Admissions Executive/Marketer (Full-time position)**

Vancouver Premier College of Hotel Management (VPC) is looking for enthusiastic and creative individuals to join our marketing team as **Admissions Executives/Marketers** to promote our programs and recruit local and international students. The ideal candidate will have at least one year of experience in recruiting students from one or more of the following markets:

- Vietnam market
- Japanese market
- Latin market
- India market

#### **Key Duties & Responsibilities: (including, but not limited to)**

- Provide accurate program information to potential students and respond to students' inquiry
- Assist with full-service admissions including program information, registration, meeting English requirements
- Update and create new promotions and program brochures
- Collect and maintain marketing tools including pictures, testimonials, and industry statistics
- Create reports and statistics for the specific market and advise management on marketing approaches
- Represent VPC to students, school, and agents
- Take on projects assigned by manager or the team
- Correspond and build relationships with agents as needed
- Manage promotional events like open houses and educational events
- Participate in promotional activities or events
- Participate in the meetings, events, courses, guest speakers, and workshops

#### **Qualification & Skills:**

- A minimum of one year's experience of recruiting students or marketing private education
- A good understanding of local education institutions and post-secondary educational system
- Strong communication and presentation skills
- Excellent written/oral English skills; a second language in the specific market will be an asset
- University degree in marketing, business, education or related field
- Proficiency with MS Office (including Word, Excel, Outlook, PowerPoint).

If you meet the profile above, please send a cover letter and a resume in WORD or PDF format to [info@vpcollege.com](mailto:info@vpcollege.com)

If you had applied to our previous posting within the past six months, you do not have to apply again as we have your application on file.