

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/Marketing Officer in Latin Market (Full-time position)

Vancouver Premier College of Hotel Management (VPC) is looking for an enthusiastic and professional individual to join our marketing team as **Admissions/Marketing Officer in Latin Market** to promote our programs and recruit students from the Latin market. The ideal candidate will have at least one year of experience in recruiting students and working with agents.

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

- Provide program information to potential students and respond to students' inquiry
- Assist with full-service admissions including program information, registration, meeting English requirements etc.
- Update and create new promotions and program brochures, including translation where necessary
- 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 international Latin students, schools, and agents
- Correspond and build relationships with agents
- Manage promotional events such as 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 education institutions and post-secondary educational system
- Strong communication and presentation skills
- Excellent written/oral English skills; a second language in the Latin market will be an asset
- University degree in marketing, business, education or other related fields
- 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

human_resources@vpcollege.com