

## Senior Sales & Marketing Manager

Oxford International North America, is a growing and leading international organization operating ESL schools, Pathway programs, Junior programs and IELTS test centres. To support our growth plans, we are looking for a Senior Sales & Marketing Manager to be based in our Vancouver ESL School and North America Head Office

Applicants must have knowledge of the ESL industry in Canada and/or the USA as well as overseas. A knowledge of post-secondary and pathway options in Canada and the US. Position will include the following functions:

### Sales Duties

- Monitor sales from all markets on a weekly basis and make adjustments as needed
- Conduct ongoing sales activities for Vancouver, Toronto, San Diego & New York City schools
- Travel and conduct agent visits, participate in fairs
- Assist with trip preparation, travel, meetings and follow-up when required
- Assist with budget preparation when required
- Coordinate correspondence and communication related to recruitment with students and agents
- Maintain records and data bases for all agents
- Identify market trends and strategize sales plans
- Provide brand support & data on sales results on all North American products for Oxford International Management and the global sales teams

### Marketing Duties

- Creating and maintaining Sales & Marketing materials including:
  - Print materials
  - Social media
  - Advertisements
  - Websites
- Coordinate social media marketing (e.g. website, blogs, Twitter, Facebook, etc.)
- Ensure all advertising and promotional activities comply with corporate design and image.
- Coordinate publication preparation
- Coordinate website marketing

**Vancouver (Head Office)** #250 - 815 W Hastings St, Vancouver BC V6C 1B4 +1 (604) 688-7942

**Toronto** #220 - 111 Peter St, Toronto ON M5V 2H1 + 1 (416) 542-1626

**San Diego** 415 Broadway, San Diego CA 92101 +1 (619) 233-0355

**New York City** 226 W 37th St, 11th Floor, New York City NY 10018 +1 (646) 767-0081

canada@oxfordinternational.com

- **General Duties**

- Uphold Oxford International Vancouver, Toronto, San Diego & New York City rules, regulations, policies, procedures and standards at all times
- Ensuring all bookings are processed in less than 24 hours
- Maintain current knowledge and skills as they relate to industry trends, methodology, issues, programs, etc.
- Ensure all correspondence receive a response within one business day
- Participation in social program as required
- Monitor telephones
- Assist with student record management
- Manage 24-hour hotline at least once per quarter
- Support front desk and answer inquiries
- Complete other projects as required by the Managing Director
- Provide support for each department as required

- **Minimum Qualifications**

- 5 years' experience in a similar role, especially in the ESL industry
- Proficient with Microsoft Office Suite
- Familiar with the Adobe Creative Suite (InDesign, Photoshop, Illustrator and Acrobat)
- Excellent organization skills with a strong ability to multi-task
- Proficient oral, written and interpersonal skills
- Capable problem-solving skills

To apply, please send the following information to [msilva@oxfordinternational.com](mailto:msilva@oxfordinternational.com)

- Your resume
- Your salary expectations
- A cover letter, including:
  - Why you are interested in this role
  - A description of your relevant experience

We will only review applications that include all of the information requested above.

We greatly appreciate the interest of all applicants, however, only those selected for our short list will be contacted.

