

JOB DESCRIPTION

Sales & Marketing Executive:

Griffith College, Ireland's largest private third level college seeks to recruit a motivated, dynamic sales and marketing executive for their marketing admissions team.

This role is an excellent opportunity for someone looking for increased responsibility and the opportunity to excel in a busy marketing department where they will gain exposure to a wide range of marketing and sales activity.

Reporting to the sales manager and the head of marketing, the successful candidate will have individual responsibility for student numbers in specified departments, but will also contribute to the overall sales and marketing objectives of the College.

They will be required to develop and implement a comprehensive marketing plan to drive awareness and applications, with activity to cover both online and offline channels.

Duties:

- The creation and implementation of faculty specific marketing strategies in close collaboration with faculty heads and line managers, to drive awareness, profile and interest in the faculty's suite of courses
- Achievement and surpassing, where possible, of faculty specific recruitment targets
- Overseeing the admissions process for their faculties' courses
- Utilisation of College database for full sales cycle - inputting and tracking leads from the Marketing module through to the Student module (enquiry to registered student)
- SEO and web page content for specific faculty, working with the College's digital marketing team
- Liaising with PR Company to develop and grow faculty specific coverage in local and national media
- Additional responsibilities for recruitment for regional campus
- Adherence to shift work schedule during intake periods
- Specific project responsibilities
- Management of and attendance at:
 - Open days
 - External exhibitions
- Occasional weekend and evening work
- Any other reasonable duties assigned by your line manager

Requirements:

- Strong communication, sales and interpersonal skills

- Previous experience in a marketing and/or sales role
- Good working knowledge of online and offline marketing including digital marketing, social media, events, PR and advertising
- Relevant academic or professional qualification in business or marketing is desirable
- Experience of Photoshop, Illustrator and/or InDesign an advantage.

Hours of Work:

9.00 – 5.30 Monday – Friday. Additional hours may be required in line with the needs of the service.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline of proposed areas of activity and will be amended in the light of the changing environment within the Faculty and the College.