



Job Title: Sales & Marketing Executive	Reports to: Head of Commercial Strategy and Sales
Location: Dublin South	Job Type: Permanent, Full Time

Job Summary:

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 an experienced sales professional looking for increased responsibility and the opportunity to excel in a busy sales and marketing department. The successful candidate will be responsible for generating outbound sales strategies with a focus on meeting monthly KPI’s. The successful candidate will gain exposure to a wide range of sales and marketing activities.

Reporting to the Head of Commercial Strategy and Sales, the successful candidate will have individual responsibility for student intake numbers in specified departments but will also contribute to the overall sales and marketing objectives of the department and College supporting the wider team as required.

They will be required to develop and implement a comprehensive outbound sales campaign, close inbound sales enquiries and add to a marketing plan to drive awareness and applications, with activity to cover both online and offline channels. There will be a sales administrative element to the role also.

Job Responsibilities:

- Achievement and surpassing, where possible, faculty specific recruitment targets and other relevant KPI’s
- The creation and implementation of faculty specific sales strategies in close collaboration with faculty heads, marketing executives and line managers, to drive awareness, profile and interest in the faculty’s suite of courses
- Utilisation of College database for full sales cycle – from enquiry to registered student
- Content generation for CRM, blog and web pages for specific faculties, working closely with the College’s digital marketing team
- Liaising with the College’s PR executive to develop and grow faculty specific coverage in local and national media
- 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
- Any other duties that fall within the employee's capabilities

Minimum Education/ Experience Requirements:

- Minimum 3 years' experience in a sales, corporate sales or marketing role, with sales being a distinct advantage.
- Strong communication, sales and interpersonal skills
- Good working knowledge of online and offline activities including digital marketing, social media, events, PR and advertising
- Excellent understanding and ability to generate outbound sales strategies
- The ability to generate enquiries for new untapped markets in unique and exciting ways
- Excellent sales skills (including face to face and phone).
- Relevant academic or professional qualification in business or marketing is desirable
- Previous experience of using a CRM system is desirable
- Experience of Photoshop, Canva and InDesign beneficial
- Must be legally entitled to work full time in Ireland for any employer.

About Griffith College

Established in 1974, Griffith College is Ireland's largest independent 3rd level institution with locations in Dublin, Cork and Limerick. The main campus is situated on seven acres within a mile of St. Stephen's Green on Dublin's South Circular Road. Griffith College enjoys national and a growing international reputation for student success. The College has gained an enviable, award winning reputation for providing students with first class lectures and excellent study material. Griffith College offers internationally recognised postgraduate and undergraduate degree programmes, complimented by a wide range of professional, short term and corporate training educational solutions - in Griffith college, there is something for everyone. Today there are over 7,000 students studying in the College, which is a designated educational institute of the Quality and Qualifications Ireland (QQI). Click the link for more information. <http://www.griffith.ie/>

Our Vision

'Empowering learners to achieve their career and life potential'

Why work for Griffith College?

- Competitive salary package.
- Funding support for continued professional and academic development.
- Bike to work scheme.
- Tax saver travel scheme.
- Paid annual leave and public holidays.



- Opportunity for continued training development and support.
- Free parking facilities.*
- Onsite subsidised restaurant.*
- Stunning historical premises.
- Vibrant multidisciplinary and multicultural learning environment.
- Innovative and agile place to work.
- Welcoming environment committed to learner and staff development.
- *Dublin campus on South Circular Road.

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. Griffith College is an equal opportunities employer. Candidates must be eligible to work full-time for any employer in Ireland.