



JOB DESCRIPTION

JOB TITLE: Sales and Marketing Manager –Riyadh

REPORTS TO TITLE: Global Head of Sales and Marketing & Head of Operations- Middle East

BUSINESS FUNCTION/ SUB-FUNCTION: Sales and Marketing

LOCATION: Riyadh

ABOUT ENGLISH PATH:

English Path is a rapidly growing, global English language school and pathway provider that empowers students of all ages through language learning and cultural experiences. English Path has expanded significantly since its foundation, establishing modern campuses, and professional learning environments in the UK, Europe, North America, and the Middle East.

We provide a diverse range of courses, including General English, Academic and Exam preparation, and Professional Certificate programmes. Our curriculum is designed to not only encourage students to enhance their language skills, but also facilitates immersion into the local culture through themes which connects the classroom to social activities which take place after classes and are a key part of our offer.

We also offer additional ancillary services such as high-quality accommodation, student insurance and transfers. By joining English Path, you will be immersed in a talented, passionate, and dynamic group of professionals who are focused on one clear vision; to transform lives through education. Find out more about us here: www.englishpath.com.

MISSION:

To create the world's most accessible and innovative English language school that changes lives through education that makes a fundamental difference to living standards

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ROLE PURPOSE:

The primary purpose of this role is to help establish English Path in Riyadh and increase B2C sales through direct marketing campaigns. As a Sales and Marketing Manager, you will develop and implement marketing strategies, oversee the sales team, conduct market research, manage campaigns, and build customer relationships.

ROLE AND RESPONSIBILITIES:

- To recruit students for our adult, young learner, and corporate English programmes.
- Accountable for establishing and nurturing relationships with local universities, schools and colleges to actively promote EP courses, particularly focusing on EP pathway programs.
- Work with senior management to set sales targets for Riyadh in line with corporate objectives.
- Works with local agents in KSA and the Global Sales Team to maximise sales for English Path.
- Work with senior management to set sales targets for recruitment in Riyadh in line with corporate objectives.
- Responsible for onshore sales and budget reporting on an ongoing basis
- Responsible to develop a pool of local guest speakers and companies.

- Establish connections and cultivate relationships with the secondary school market, including school principals and counsellors.
- Plan, execute, and monitor direct marketing campaigns, including email marketing, social media advertising, and other digital marketing initiatives.
- Enhancing brand visibility and reputation in Riyadh by creating consistent messaging and high-quality promotional materials, as well as producing engaging content for social media and press channels, including campus photography and video.
- Collaborate closely with schools in Riyadh to promote EP courses within the region and extend outreach to the UK for UK summer camps.
- Develop and maintain strong links with all schools to provide market insights and marketing and recruitment support.
- Identify budgetary requirements and manage delivery of targets within agreed budget.
- Maintain an awareness of international developments in the English language sector.
- Keep up to date with developments in the schools' course offering, fees and student services operations.
- Works from English Path Riyadh and supports the Operations Manager as needed welcoming guests and visitors to the school.
- Any other reasonable tasks to the support the Riyadh team as needed.

QUALIFICATIONS

- Bachelor's degree or relevant professional qualification.

ESSENTIAL SKILLS AND EXPERIENCE:

Experience:

- Arabic language (essential)
- Commercial experience of working in a higher education setting in international education in Riyadh (essential)
- Experience working in sales (essential)
- A track record of sales success, program development and product launches.

Skills:

- Fluent in English (essential) and another language (desirable)
- Strong sales and marketing skills
- Excellent communication and interpersonal skills
- Strong analytical and problem-solving skills
- Demonstrated ability to meet and exceed goals.
- Excellent administrative and organisational skills
- Excellent team worker with the ability to negotiate and compromise whilst taking into account the views of others.
- Accuracy, attention to detail and a methodical approach
- Ability to multi-task and deliver against a number of priorities.
- Good working knowledge of Microsoft Office packages
- Ability to find and present solutions to achieve customer satisfaction.
- Ability to demonstrate international and cultural sensitivities.

We are looking for people with the following behaviours and attributes:

- Confident, enthusiastic, empathetic, and friendly
- Flexible and a positive attitude
- Professional appearance
- Approachable and friendly
- Goes the extra mile
- Takes ownership
- Address issues positively
- Communicate proactively
- Are active listeners
- Are respectful and value students, parents and other customers
- Ability to travel

OTHER INFORMATION:

The Sales and Marketing Manager will also be expected to demonstrate their commitment:

- To EP's values and regulations, including equal opportunities policy.
- To EP's Social, Economic and Environmental responsibilities and minimise environmental impact in the performance of the role and actively contribute to the delivery of EP's Environmental Policy.
- To EP's Health and Safety responsibilities to ensure their contribution to a safe and secure working environment for staff, students, and other visitors to the campus.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned.

English Path is committed to safeguarding and promoting the welfare of young people and vulnerable adults. We expect all staff and volunteers to share this commitment. We are fully committed to ensuring that consistent effective safeguarding procedures are in place to support everyone at the school. Before interview, all gaps in CVs must be explained satisfactorily and proof of identity and, where applicable, qualifications will be required. Appropriate suitability checks will be required prior to confirmation of employment. All concerns are passed to our Designated Safeguarding Lead.