

WE'RE HIRING.

Sales Manager – Melbourne

About us

The Australian Learning Group is looking for dynamic and motivated people to join our expanding team. We are a fast growing and vibrant education organisation who is committed to providing high quality education and great service to 2,000 students Australia wide.

Why work for ALG?

The Australian Learning Group has been educating Australians and International Students for over 30 years. We operate several accredited colleges including Australian College of Sport and Fitness, NSW School of Massage, Australian College of Dance and 4life College. We deliver nationally recognised training to over 1,400 students per year, across 4 national campuses in Sydney, Melbourne, Brisbane and Perth.

About the role

This vacancy is due to growth in our current Sales team leading to a new Melbourne based position.

Reporting to the Assistant Director of Sales (National), the overall purpose of the role is to increase the volume, quality and diversity of students studying in the Melbourne campus in line with set targets.

This involves regularly visiting international education and migration agents and building, maintaining and developing these relationships to deliver sales growth objectives. In addition, the role involves recruiting international students directly through sales and marketing activities and developing partnerships with ELICOS and other education providers.

Key responsibilities

- Develop and implement state sales & marketing strategies and campaigns in line with company objectives and KPIs
- Develop and maintain relationships with local (onshore) international education and migration agents
- Visit education and migration agents regularly to educate and promote ALG's course offering within Melbourne for all markets in line with KPIs
- Recruit international students directly by attending relevant local education fairs/expos and coordinate ALG's attendance
- Develop partnership agreements with other education providers (e.g. ELICOS providers)
- Conduct presentations to students at ELICOS providers and other partners
- Provide ongoing marketing support for education and migration agents and other partners
- Schedule regular (quarterly) agent roadshow for Sydney-based Regional Sales Managers with relevant agents
- Gather feedback on market conditions including competitors, industry trends and opportunities for ALG
- Assist with design of compliant and effective marketing collateral in accordance with ESOS requirements
- Provide excellent customer service to all internal and external clients and other stakeholders of ALG
- Handle incoming marketing related calls and correspondence with students and education and migration agents
- Regular follow-up on pending letters of offer

Personal skill requirements:

- Able to work both collaboratively and autonomously
- Proactive style
- Confident and skilled communicator with a strong telephone and presentation manner
- Outstanding influencing and sales skills
- The ability to learn and adapt to change quickly
- Demonstrate initiative

Technical requirements

- Proficiency in Microsoft Office suite
- Proficiency in the use of a student management system (preferably RTO Manager) is helpful but not essential
- Experience and confidence in the use of relevant customer relationship management software



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Why you'll love this job ...

- Enjoy the immense **job satisfaction** that goes hand in hand with this busy, multifaceted role
- **Be part of a down to earth, friendly, hardworking team** who take pride in their work
- You will have the **growth opportunities** that come with working for a successful, growing business where **75% of our leadership team** have developed in the business from Administrative roles
- You will you will have access to a **weekly massage for FREE** once you are a member of our team
- We allow you to enroll in any of our **Fitness, Dance or Massage courses for FREE** once you are a member of our team

Be a part of our Team

If you feel that you have the required skills and knowledge to be part of our team, send your CV with a cover letter to kelly.skiba@alg.edu.au which specifically addresses each of the Key Selection Criteria. Please include your individual working rights including your current visa type and notice period in your application.



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