

Business Entity	Murdoch Institute of Technology	Department	Sales
Job Title	Business Development Coordinator – MIT	Location	Perth
Reports To	Business Development and Administration Manager (MIT)	Direct Reports	nil

Position Purpose

Business Development Coordinator is responsible for delivery of high quality customer service and business relationship management with internal and external stakeholders, generating new business and retaining existing business across MIT Programs.

Key Responsibilities

Relationship Management

- Provide ongoing support to offshore staff while maintaining excellent customer service to agents and key stakeholders
- Provide account manager support to WA based local school counsellors, with the goal to maintain the Domestic student market
- Provide account manager support to local Perth (and National, where necessary) agents as required with the goal to maintain and develop the onshore agent market
- Develop and maintain strong relationships with University and Industry body colleagues
- Be a brand champion for MIT

Sales Activity and Reporting

- Achieve agreed sales performance targets which have been identified as contributing to revenue, brand and customer service enhancement
- Provide prompt and thorough support for local and offshore agents and staff within the expected turnaround time of 24 working hours
- Prompt and professional follow up with potential students
- Establish and execute a plan for onshore agent engagement activities to achieve sales target (incl trainings, exhibitions, interview sessions, seminar, etc)
- Manage, coordinate and participate at local agent/student/school exhibitions/peak body and industry and other community events on behalf of MIT
- Where required, conduct national and international marketing trips to represent MIT or Kaplan Australian Pathways at industry related functions, student/agent exhibitions etc.
- Manage and coordinate familiarisation trips and visits from various other guests (including students, parents, agents, University colleagues, Kaplan colleagues) and be the primary support provider for these guests
- Provide planning and implementation support to College staff coordinating Study Tours
- Deliver training presentations to colleagues, agents and other external stakeholders as necessary, either in person, or via Skype
- Proactively follow up with offer holders (or their agents) to maximise sales for MIT, also update sales stage on database

- Submit a bi-monthly Student Recruitment Report to review market activities, external engagement, and market intelligence on responsible markets

Sales Administration

- Provide administrative support to the Business Development team and partner agents through the agent management systems – including agent contract administration/management
- Ensure agent management system is kept updated with accurate contact details, and any agent interactions are recorded
- Manage Domestic and onshore International students recruitment contact databases
- Provide support to team members where required particularly during annual leave periods; this may include other non-recruitment related duties
- Provide support to recruitment team members by conducting GTE screening processes

Marketing Support

- Provide support to marketing team by collating student testimonials, photos, and videos; being the on campus liaison person for marketing collateral through collaboration with the Student Ambassadors and Photographer/Videographer
- Liaise with Marketing Manager for development and ongoing evaluation of updates and content revision of all MIT marketing collateral. Assist with proof reading before final version
- Ensure timely distribution of marketing materials and any other communications to agents and sales team.

Contribute to a supportive, positive and safe workplace

- Compliance with all company policies and procedures including WHS legislation requirements
- Ensure as far as is practicable that the workplace, under your control, is safe and without risks to health
- Being a productive member of the Kaplan team by displaying the Company values through your day to day role
- Adherence to Company Policy and Procedure

Qualifications and Skills

Essential

- Ability to foster good relationships with stakeholders
- Demonstrate understanding of the Australian Education system
- Excellent oral and written communication skills
- Excellent presentation skills
- Attention to detail
- Highly developed planning and organisational skills with a proven ability to set priorities and meet deadlines
- Ability to work under pressure in a target-driven and fast-moving environment

- Proficient user of Microsoft Office including Word, Excel, Outlook and PowerPoint
- Results-orientated, ambitious and highly self-motivated
- Ability to work flexible hours, including overtime and weekends, if required
- Ability to travel nationally and internationally if required
- Ability to work in a task oriented environment

Desirable

- Direct knowledge or experience of the international education sector
- Experience using Salesforce

Employee Signature _____

Date _____

Manager Signature _____

Date _____