

Job Title:	Direct Sales Manager, <b>ONCAMPUS</b> UK/EU
Reports to:	Global Director of Student Recruitment, ONCAMPUS UK/EU
Location:	Cambridge

### The Company

Cambridge Education Group (CEG) is one of the world's leading providers of pre-university academic, creative and English language courses. We provide pre-university programmes including A Level, International Baccalaureate and University Foundation, as well as English Language study, to the growing market of international students seeking to enter the world's leading universities.

The Group operates under four different brands: CATS College – high schools in Cambridge, Canterbury, London, and Boston, USA; Cambridge School of Visual & Performing Arts (CSVPA) – Art & Design, Drama and Music courses in Cambridge, UK; **ONCAMPUS** – teaching foundation courses to university degrees on campuses in the UK, USA and mainland Europe; and Stafford House – year-round English Language schools in the UK, USA and Canada, and Study Holiday centres across the UK and the USA for juniors.

Whatever students aspire to, whichever college, school or centre they choose, Cambridge Education Group promises excellent teaching, premium facilities and the personal service our students demand.

Cambridge Education Group aims to be the undisputed customer service leader in the international education sector and to be recognised as such by its agents, partners and their clients, by the universities it works with and by its competitors. The objective is simple: to deliver exceptionally high standards of service in every single customer interaction and to ensure that our 'CARE' principles are clearly understood and are effectively applied across the whole organisation in all teams and at all levels of responsibility.

CEG is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The Company also expects all staff and volunteers to share the Company's commitment to Equal Opportunities within the workplace.

### Job Overview

The Direct Sales Manager role is responsible for leading and managing the international and domestic student recruitment activity with an emphasis on lead conversion through consultative sales calls to students and their parents who have applied or made an enquiry about a programme of study at Cambridge Education Group. This role will have a specific focus on converting students applying to our **ONCAMPUS** centres in the UK/EU.

### Job Description

The following section outlines a more detailed, but not exhaustive, description of the duties pertinent to this post.

### Key Responsibilities

- Lead and manage the team at Head Office, Cambridge, and in other CEG global offices to deliver the annual recruitment targets
- Ensure that direct sales enquiries, direct applications and centre walk-ins are converted via focused follow-up activity by the Inside Sales team

- Work in partnership with Marketing to design effective recruitment campaigns through Listing sites, Social Media and other platforms to generate the quantity and quality of leads required to meet targets
- Work closely with the regional recruitment teams to follow-up leads generated by educational agents
- Collaborate with the admissions team to ensure fast, efficient and effective follow-up of student leads and applications to improve conversion rates, attain sales outcomes and provide high standards of customer service
- Work with internal and external compliance teams to manage the compliance assessments and visa preparation process for direct students
- Work with staff at other **ONCAMPUS**, CATS, CSVPA and Stafford House centres to offer progression opportunities to appropriate students
- Intensive sales activity by telephone, email and other platforms to meet student recruitment targets for own regions

### Performance measures

- Achievement of annual sales targets for recruitment of direct students for **ONCAMPUS** globally
- Achievement of target conversion rates from lead to enrolled

### Person Specification

#### Essential

- Experience of managing a direct sales team
- Experience of using Hubspot, Click Dimensions or comparable platforms
- Target-driven, determined and ambitious
- Excellent communication and consultative sales skills
- Strong work ethic, self-motivated, punctual and highly organised
- Customer-service oriented
- Persuasive relationship builder
- Pride in delivery of work to high standards, set and meet challenging goals
- Attention to detail, cultural awareness and sensitivity
- Adaptable and versatile
- Enthusiastic and energetic, with a track record of high achievement
- Innovative Thinker
- Supportive team player
- Aptitude for using technology and e-media
- Educated to degree level (or equivalent)

#### Desirable

- A track record in international student recruitment
- Ability to speak foreign languages