

JOB DESCRIPTION

Programme Name	Culinary Training
Section	Culinary School
Reports to	Head of Academy
Job Title	Sales Associate / Executive

GENERAL SUMMARY

Reports to the Head of Academy and is responsible for recruitment and sales for Academy courses and events while supporting in marketing activities. He/ She will be responsible for identifying reaching out potential market segments, planning and executing recruitment initiatives and events such as; road shows, open houses, making presentations to groups and individuals. The responsibilities also include conducting surveys, collating analysing data, preparing reports and managing the database.

DUTIES AND RESPONSIBILITIES

RESPONSIBILITIES:

1. Source, recruit, promote and enrol students into Academy's courses
2. Design and implement recruitment & sales strategies.
3. Carry out lead generators and marketing activities such as visits to schools, open houses, networking etc
4. Build a network of partners for more referrals leading to more students. Area of territorial coverage includes but not limited to halfway houses, FSCs, Homes, Schools, etc.
5. Visit potential partners, events present to various market segments.
6. Achieve quota for each batch & provide periodic sales report
7. Keep records, data for analysis and impact measurement purposes.
8. Design, develop and execute strategies and initiatives for Academy events, functions, dinners etc.
9. Liaise, negotiate and prepare draft contracts with event customers. Manage the payment and ensure documentations.
10. Ensure the information in marketing collaterals and websites and social media are accurate.
11. Perform additional duties as required by the nature of the position or as assigned by the Head of Academy.
12. Support Academic and operations teams in events and training related activities, if needed.

13. Prepare minutes and agenda for governance / operation meetings as directed by the Head of Academy.
14. Collaborate with other departments in a positive manner.
15. To build the Academy's reputation both within HCSA, the community and partners.
16. Any other duties as assigned by the Head of Academy.

WORKING ARRANGMENT

1. Normal working hours from Monday to Friday, rendering 42 hours a week
2. With flexibility to work on evenings, weekends and Public Holiday depending on appointments and events.

QUALIFICATIONS

EDUCATION AND EXPERIENCE

1. Degree/Diploma with at least 2 -3 years' working experience preferably in the education/ events industry.
2. Previous experience in sales, marketing will be an added skill.
3. Advancedly motivated and able to work independently to achieve targets.
4. Good written and oral communication with strong planning and organising skills.
5. Proficient in applications by Microsoft Office and(or) Google Workplace
6. Ability to collate and analyse data.
7. Good planning and organisational skills
8. Works independently with minimum supervision
9. Pleasant personality, resourceful and results-driven

TECHNICAL AND GENERIC SKILLS & COMPETENCIES

TECHNICAL SKILLS & COMPETENCIES:

1. People and Relationship Management
2. Customer Experience Management
3. Customer Loyalty
4. Carry out lead generators
5. Sales Closure strategies.
6. Course Advisory
7. After-Recruitment Services

8. Data Analytics
9. Idea Generation and Selection
10. Compliance with Legal Regulations
11. Intellectual Property Management
12. Adapt to Change
13. Inventory Control

GENERIC SKILLS & COMPETENCIES:

1. Service Orientation
2. Communication
3. Teamwork
4. Interpersonal Skills
5. Problem Solving