

## JOB DESCRIPTION

<b>Programme Name</b>	Culinary Training
<b>Section</b>	Culinary School
<b>Reports to</b>	Head of Academy
<b>Job Title</b>	Student Recruitment and Sales
<b>Job Category</b>	Executive/Individual Contributor
<b>Function</b>	Others

### 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

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.

## 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

## COMPETENCIES

### Technical Skills Competencies:

1. **People and Relationship Management (Retail\_ Customer Experience L1):** Manage the organisation's manpower to drive service excellence; Recognise the importance of inclusiveness, demonstrate the use of emotional intelligence and resilience to handle diversity in the service environment, and monitoring one's actions in handling diversity
2. **Customer Experience Management (Retail\_ Customer Experience L2):** Compile information and manage communication across various customer touch points to ensure a consistent and pleasant retail experience knowledge economy; Engage customers over various platforms by leveraging on available organisational resources
3. **Customer Loyalty (Retail\_ Customer Experience L2):** Develop and manage customer loyalty and retention programmes to foster long-term relationships with customers; Implement customer loyalty and retention programmes
4. **Carry out lead generators (Retail\_ Customer Acquisition Management L3):** Develop customer acquisition strategies as well as foster customer relationships to attract new customers; Evaluate findings and draw inferences gathered from past performances to generate insights on target customer characteristics to increase customer base
5. **Sales Closure strategies (Retail\_ Sales and Marketing L3):** Perform numerical calculations and execute selling strategies to complete sales of products and services to the satisfaction of customers; Supervise selling strategies amongst employees to close sale of products and services to meet customer satisfaction and recommend complementary products and services

to the customers for additional sales by identifying customer's verbal and non-verbal cues

6. **Course Advisory (Retail\_Product Advisory L1)**; Develop, maintain and convey detailed and specialised knowledge as well as keep abreast of emerging product (Course) knowledge to address customers' & partner's requirements; Stay up-to-date on Course features and knowledge and advise and inform customers of application and prospectus.
7. **After-Recruitment Services (Training and Adult Learning\_Programme Management L2)**: Manage the implementation and development of programmes to facilitate achievement of learner's objectives and growth; Support learner programme placement and the execution of programmes
8. **Data Analytics (Retail\_Retail Analytics L2)**: Perform segmentation, analysis, historical storage and integration of quantitative and qualitative data captured from various sources to understand and improve online and offline user experience and conversion; Perform routine analytics to understand customer activities and behaviours across all digital platforms
9. **Idea Generation and Selection (Retail\_Corporate Governance and Policies L2)**: Facilitate discussions, seek opinions from others, brainstorm ideas to realise business opportunities and improve current working conditions; Generate and select a variety of ideas that may potentially improve business opportunities and working conditions
10. **Compliance with Legal Regulations (Retail\_Corporate Governance and Policies L1)**: Develop and implement organisation's compliance programmes with relevant legislative and regulatory requirements; Demonstrate working knowledge to ensure adherence to relevant legislative and regulatory requirements in carrying out day-to-day work activities
11. **Intellectual Property Management (Retail\_Corporate Governance and Policies L2)**: Evaluate, determine and implement organisational intellectual property rights to mitigate potential infringement; Conduct intellectual property processes and policies
12. **Adapt To Change (Retail\_Change Management L1)**: Identify global trends and changes impacting the workplace, as well as undertake lifelong learning to adapt to changes for sustained employability in the new knowledge economy; Identify local and/or global trends and changes impacting the workplace with a view to enhancing productivity and effectiveness in a diverse workplace
13. **Inventory Control (Retail\_Inventory Management L1)**: Manage receipt, dispatch and storage of merchandise, and monitor and maintain stock control to oversee the purchase of stocks for production effectively; Receive, check, prepare, pack and deliver stocks with proper documentation

#### **Generic Skills & Competencies:**

1. Service Orientation (Advanced)
2. Communication (Intermediate)
3. Teamwork (Advanced)
4. Interpersonal Skills (Advanced)
5. Problem Solving (Intermediate)