



# SMS EDUCATION SERVICES

**Job Title:** Marketing Officer – 5

**Location:** Koteshwor (Kathmandu Corporate Office) | Kalanki | Pokhara | Itahari | Janakpur | Birgunj

**Term:** Permanent | Full Time

**Salary:** Open for negotiation, inclusive of benefits.

**Special Expectations:** Availability for weekend shifts, if required, and flexibility to work across various branches of the organization.

## Our Goals:

Our mission revolves around assisting students in shaping their career paths and steering them toward the optimal direction. We excel in providing expertise in PTE (Pearson Test of English - Academic), international visa consultation, and application services. Our primary objective is to illuminate the correct route for students aspiring to study abroad. Through our endeavors, we aspire to lead students to top-tier, cost-effective, and globally accredited higher education institutions, offering unwavering support during their endeavors both within Nepal and overseas.

## Roles, Responsibilities & Requirements:

We are seeking a results-driven and enthusiastic Marketing Officer to join our team, focusing on promoting **PTE (Pearson Test of English)** services as well as educational opportunities in **Australia and Canada**. The ideal candidate should meet the following criteria:

### 1. Education and Qualifications:

- Hold a Bachelor's degree or higher in Marketing, Business, Communications, or a related field.

### 2. Marketing Experience:

- Demonstrate at least 2 years of experience in marketing, preferably in education-related or study-abroad services.
- Previous experience promoting PTE services and educational opportunities in Australia and Canada is highly advantageous.

### **3. Digital Marketing Proficiency:**

- Possess strong digital marketing skills, including social media management, content creation, and online campaign execution.

### **4. Market Knowledge:**

- Exhibit a comprehensive understanding of PTE exam preparation services, as well as the education systems and study opportunities in Australia and Canada.

### **5. Communication Skills:**

- Have excellent written and verbal communication skills in both English and Nepali.
- Articulate marketing messages effectively to potential students and clients.

### **6. Client Engagement:**

- Interact with potential students and clients, addressing their inquiries, providing information, and guiding them through available services.

### **7. Creativity and Innovation:**

- Develop creative marketing strategies, campaigns, and promotional materials to attract and engage target audiences.

### **8. Relationship Building:**

- Establish and maintain strong relationships with educational institutions, partners, and relevant stakeholders.

### **9. Analytics and Reporting:**

- Utilize analytical tools to measure the effectiveness of marketing initiatives.
- Prepare regular reports and insights to assess campaign performance and make data-driven decisions.

### **10. Event Coordination:**

- Assist in organizing and executing marketing events, workshops, seminars, and other promotional activities.

### **11. Multitasking Abilities:**

- Manage multiple marketing projects simultaneously, adhering to deadlines and priorities.

### **12. Cultural Sensitivity:**

- Understand cross-cultural dynamics to tailor marketing strategies that resonate with diverse audiences.

### **13. Team Collaboration:**

- Work collaboratively with the marketing team, counselors, and administrative staff to achieve common objectives.

### **14. Tech Savviness:**

- Proficiently use marketing tools, platforms, and software for efficient campaign management.

### **15. Adaptability:**

- Embrace changing marketing trends and adjust strategies accordingly to stay competitive.

### **16. Organizational Skills:**

- Demonstrate effective organizational skills in managing student records, applications, and documentation.

### **17. Cultural Awareness:**

- Display cultural sensitivity and a keen understanding of cross-cultural dynamics, acknowledging the diverse backgrounds of students.

### **18. Team Collaboration:**

- Collaborate seamlessly within a team of counselors, coordinators, and administrative staff.
- Contribute positively to the team's collective objectives and overall success.

### **19. Ethical Conduct:**

- Uphold high ethical standards and ensure the confidentiality of student information.

### **20. Networking:**

- Build and cultivate relationships with Australian educational institutions, ensuring up-to-date knowledge about programs and admissions.

### **21. Evaluation Process:**

- Subject to an English placement test as part of the evaluation process.

## What we offer:

- An exceptional and welcoming working environment
- Possibilities for overtime along with compensated breaks
- A streamlined salary package featuring a bonus
- Provision of Provident Fund and Insurance benefits
- Allocation of paid annual leave
- Prospects for internal advancement within the organization

## How to apply?

Kindly forward your professional resume along with a cover letter that addresses the job requirements to: [info@smseducationservices.com](mailto:info@smseducationservices.com)

If you fulfill these requirements and are enthusiastic about promoting PTE services and education opportunities in Australia and Canada, we encourage you to submit your application. Please provide your resume and a comprehensive cover letter detailing your relevant experience and explaining your motivation for applying to this role. Kindly be informed that only candidates who are shortlisted will receive interview invitations. We kindly request that you refrain from making phone inquiries.

Application Closes: 18 August 2023 (Friday) 17:00

