



Position Description

Position Title:	Sales & Marketing Executive – China focused
Department:	Sales & Marketing
Location:	Scape Melbourne
Reports to:	National Sales Director & National Marketing Director
Direct reports:	N/a

Role Summary:

The Sales & Marketing Executive role is an integral member of the Scape Sales & Marketing teams. In this varied role, you will be focused on building awareness and encouraging Chinese students to live at Scape. You will play a key role in generating content, developing and maintaining China centred advertising channels and driving sales.

Key Result Area	Major activities
<ul style="list-style-type: none">Chinese social medias	<ul style="list-style-type: none">Supporting in rolling out events and in building communicationsManaging additional artwork brief request for operational artworks and communications by supporting with maintaining process, ensuring tone of voice, and streamlining copySupport with liaising with printing quotes for signage and decals if needed
<ul style="list-style-type: none">Website	<ul style="list-style-type: none">Update and amend Chinese website
<ul style="list-style-type: none">Social Media	<ul style="list-style-type: none">Manage Chinese social medias including strategies for growth and content requiredMonitoring and responding of enquiries with aim to convert enquiries into bookingsProcess bookings (including registering student details and taking phone payments)
<ul style="list-style-type: none">Campaigns	<ul style="list-style-type: none">In conjunction with the sales and marketing team, implement marketing and sales campaigns/tactical promotions to help ensure their successPrepare accurate and insightful marketing and sales reportsCreating Chinese campaigns or promotions in line with China's commercial calendar
<ul style="list-style-type: none">Research	<ul style="list-style-type: none">Explore brands and partnerships that will support the sales & marketing strategy



	<ul style="list-style-type: none">• Research market trends and identify business opportunities and new target markets
<ul style="list-style-type: none">• Content	<ul style="list-style-type: none">• Create content for social media, website and marketing and sales collateral• Translate existing content as required from English to Mandarin
<ul style="list-style-type: none">• Brand Ambassador	<ul style="list-style-type: none">• Attending trade exhibitions, conferences, university open days and events• Conduct tours of Scape properties from time to time for educational institutions, agents, partners, parents and students

Knowledge, skills and experience:

- Tertiary qualifications in Marketing, Sales, Advertising or a relevant field;
- Ability to assist and deliver tasked elements of a project/campaign from end-to-end;
- Strong organisation skills combined with the ability to think on your feet and adapt as circumstances change;
- Strong research, measurement and analysis skills combined with the ability to communicate results in a fast-paced environment;
- Ability to work in a team as well as independently;
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions.
- A professional phone, email and personable manner with a passion for excellent service
- Great communication skills with strong business-related knowledge
- Dependable, enthusiastic and works well within a team
- Highly self-motivated, and ambitious in achieving goals
- Should possess the skill to work both in a team and also perform independently
- Should be capable of thriving in the competitive markets, driven to hit targets

QUALIFICATIONS:

- Relevant Bachelor or Associates' degree in Marketing, Commerce or Business is desirable
- Fluent in Mandarin (written and spoken) essential
- The successful candidate must be willing to undertake a DBS check

This role will require both interstate and international travel.

The above is not an exhaustive list and you will be expected to perform different tasks as required by your changing role within Scape and our overall business objectives.