



## JOB DESCRIPTION

### Senior Manager Business Development (Executive MBA Asia Pacific)

#### **Mission**

The Senior Manager for Business Development is responsible for the successful recruitment of the targeted number of students for the EMBA Asia Pacific program. He/she works in collaboration with the Academic Director of the EMBA Asia Pacific program and the marketing team to develop and implement the recruitment plans and sales activities to meet the objectives.

#### **Reporting**

Executive Director, Executive Education and Corporate Relations

#### **Duties and responsibilities**

##### **1. Business Development**

- Develop strategies to drive quality leads and the achievement of the recruitment targets
- Systematically prospect for and convert leads from companies and individuals into sales (B2B and B2C) by developing strong client relations with senior decision makers and influencers in target organisations
- Organise and conduct company visits, as well as on-site and off-site information sessions, open houses, and professional events
- Participate in EMBA fairs in Singapore and the region
- Maintain CRM reports on prospective as well as current students
- Build a strong and effective network with the local business community

##### **2. Relationship and Alumni Management**

- Establish rapport with students and improve satisfaction with the program
- Develop relationships between EMBA cohorts and promote joint events
- Work in collaboration with the ESSEC alumni network to get support for recruitment

##### **3. Market Intelligence**

- Conduct market studies and benchmark in the region to provide insights into market conditions, pricing, content, competitors, rankings, customer behaviour, ...
- Collect and analyse market needs in order to make suggestions for improvements to the Academic Director
- Work in close collaboration with the marketing team to successfully promote the program

ESSEC Business School, Asia-Pacific

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ESSEC | CPE Registration number 200511927D | Period of registration: 30 June 2017 - 29 June 2023  
Committee for Private Education (CPE) is part of SkillsFuture Singapore (SSG)

Groupe ESSEC (Association Loi 1901)

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#### **4. Administration**

- Oversee the admissions and registration process, including reviewing and preselecting applicants
- Solicit and respond to feedback regarding various aspects of the program

*This is a non-exhaustive list of duties and can evolve with time.*

#### **Profile:**

- Master's degree in business administration or equivalent professional qualification
- Minimum of 8 years of marketing/sales experience preferably in the education or L&D sector
- Experience in working in an international environment
- Excellent presentation and communication skills, fluent in English
- Result driven and a strong sense of customer orientation
- Ability to work autonomously and being an effective team player
- Willing to travel in the region
- Highly proficient in Word, Excel, PowerPoint and CRM
- Good knowledge of social media tools

#### **Terms**

Type of contract: Permanent  
Place of Work: 5 Nepal Park, Singapore 139408  
Remuneration: Fix salary plus commission  
How to apply: Please submit your application to [jobs.apac@essec.edu](mailto:jobs.apac@essec.edu)