

BUNAC USA

Position Description

Position: Sales and Marketing Coordinator

Department: BUNAC USA, INC

Location: Chandler, Arizona

Supervised by: Marketing Manager

Salary: Up to \$30K-plus monthly sales bonus

Position Summary:

The Sales and Marketing Coordinator will play an active role in the marketing and sales of all BUNAC USA outbound programs. This position will include speaking to potential customers on the phone and via email, implementing email campaigns, keeping active social media accounts and working closely with the Marketing and Sales Manager to ensure US marketing goals are being met.

Responsibilities include:

- Responding to ongoing daily program inquiries
- Make outbound and receive inbound sales calls to customers inquiring about BUNAC programs
- Follow up leads generated by marketing activity via targeted communications
- Write content for, and monitor effectiveness of BUNAC's e-marketing schedule
- Assist with the production of the US brochure and other promotional materials
- Manage the US social media channels - (Facebook, Twitter, blogs etc.)
- Responsible for updating and changing web content as needed on CMS system.
- Establish a Alumni program to grow BUNAC presence on US universities
- Assist Marketing Manager in developing new advertising opportunities for BUNAC USA.
- Maintain regular phone and email correspondence with inquiries and applicants at every point of their ongoing application process
- Manage our referral relationships in the US
- Assist the Marketing Manager to increase and utilize PR opportunities
- Actively seek out new academic contacts to grow BUNAC's presence on US schools / colleges
- Grow BUNAC sales through active business development
- Continual growing knowledge of programs and eligibility, requirements, and application process for all outbound Work, Volunteer, Intern programs for Americans.
- Be able to multi task and assist with multiple programs with regular and long term goals and responsibilities.
- Fully embrace and actively promote the mission and programs of BUNAC's programs.
- Assist as needed in other administrative and data functions of program maintenance and client services.

Skills, experience and qualities:

- A strong understanding of student and customer dynamics
- A passion for marketing and sales
- Work individually as a part of a global team
- Able to multi-task , stay organized, and respond quickly to issues
- Strong energy, enthusiasm and love for people and cultural experiences
- Demonstrated experience in MS office applications (Excel, PowerPoint, and databases).
- Have a passion for international exchange and global travel programs.
- Experience working or studying abroad will be a plus
- Excellent oral and written communication skills

Minimum Qualifications:

- Bachelor's degree – desirable
- One year administrative, client services, or sales experience required
- Superior customer service and excellent oral and written communication skills
- Experience in the study/travel abroad industry – ideal

To Apply

To apply for this position, please send your resume, cover letter and a 250 word blog on a destination of your choice to jobs@bunac.org.uk for the attention of Emma Beynon, Marketing Manager. We will be conducting interviews for this position straight away.

Due to the high volume of applications we typically receive for such a role, unfortunately receipt of application is not possible. You must have authorization to work in the USA.