

Sales Manager, Domestic Higher Education

Opportunity in Melbourne or Adelaide

The role

As the Sales Manager, Domestic Higher Education, you will be responsible for a small interstate team generating domestic, higher education enquiries and enrolments. By identifying the needs and motivations of prospective students, you and your team will be able to guide them to the most appropriate Ikon HE qualification and facilitate their enrolment.

Communication with prospective students will be online and via face-to-face meetings. As Sales Manager, you will identify and assist your team identify relevant barriers to enrolment and then work with prospective students to help them overcome them.

You will use your strong sales and management skills to support the team in supporting our prospective students in commencing their study journey with Ikon. You will also coach your team to continuously improve their communication and sales skills.

As Sales Manager, you will work closely with Ikon's Marketing Manager on sales and marketing projects.

The right candidate will genuinely care about the education space and in helping others with expert sales skills.

Reporting to the CEO in Adelaide, you will be based in our central campus in either Melbourne or Adelaide.

Key responsibilities

Your main responsibilities in this role include:

- Management of a small but growing interstate team
- Providing accurate course and enrolment advice to prospective students, nationally via inbound and outbound phone and web-based enquiries
- Managing the pipeline of leads and nurturing leads towards conversion
- Updating Ikon's CRM system in an accurate and timely manner
- Assisting Ikon's Marketing Manager with key projects, research and support on emerging markets or customer segments, identifying key areas of growth or opportunities
- Providing comprehensive product information at key recruitment events including Open Days and career events (some out of hours work will apply)
- Presenting to groups or individual potential students
- Organising meetings and presentations with Ikon's partners to promote Ikon's courses
- Providing information and advice to students on all processes and policies relating to enrolment, online training and assessment submission
- Managing student administration processes including the provision of course-specific advice to students
- Liaising with Ikon's Administration Manager, Finance Manager and academic staff to support student queries
- Monitoring student satisfaction and reporting promptly on student related issues

- Gathering feedback from students and sharing these internally to support continuous improvement
- Logging new client enquiries into the CRM and planning follow-up calls
- Keeping up to date with planned calls
- Ensuring that a professional approach is maintained at all times, reflecting Ikon's ethos

Essential Attributes

- Warm and personable
- Strong and adaptable people manager
- Experience in delivering training
- Sales experience with demonstrated success in achieving KPIs and targets
- Proven ability to nurture leads from first contact to conversion
- Ability to prioritise work, meet deadlines and work under time pressure
- Emphasis on teamwork and collaboration
- Positive, can-do attitude
- Have a desire and interest in personal development and professional growth
- Experience working with a Higher Education provider
- Experience with CRM software

Diversity & Inclusion

We celebrate our diversity and strive to reflect contemporary Australian society in order to better serve our students. We welcome and encourage applications from Aboriginal and Torres Strait Islander people, Culturally and Linguistically Diverse people, People with Disability, Sexually and Gender Diverse people, people with lived experience of adversity and from people of all ages.

About Ikon Institute of Australia (Ikon)

Ikon Institute of Australia is an exciting and unique private higher education provider (PRV14055), part of the ASX-listed UCW Limited group.

Ikon delivers qualifications throughout Australia in the areas of counselling and psychotherapy. Its higher education qualifications include a Diploma, Associate Degree and Bachelor of Counselling and Psychotherapy and a Diploma, Associate Degree and Bachelor of Arts Therapy. Additional undergraduate programs are currently being developed.

About UCW Limited (UCW)

UCW is an ASX-listed entity that owns and operates a portfolio of tertiary education businesses, with a current focus on Health and Community Services related fields of study in both the international and domestic student market. Education is delivered nationally across 12 campuses.

Please note:

- Only shortlisted candidates will be notified of the outcome of their applications
- We are only able to consider applicants with the right to live and work in Australia
- Please apply by your resume and a covering letter demonstrating your achievements in a similar role to Kelly.skiba@alg.edu.au

Leading education in mental health and wellbeing