

Job Title: : Head of Business Growth and Market Development
Department: : Market Development & Business Growth
Report to: : Deputy Director - Strategy, Innovation & Impact
Team Members: : Market Development & Business Growth Officer
Employment Type: : Full-time

Job Summary:

The Head of Business Growth and Market Development at Sasin School of Management is a leadership role responsible for developing and executing the institution's sales strategy to drive growth in student enrolment, program participation and consulting operations. This role focuses on leading the business growth team, collaborating with marketing and other departments, and building relationships with key stakeholders such as corporate partners, prospective students, alumni and government institutions. The Head of Business Growth and Market Development will work closely with the management team to align the sales strategy with Sasin's vision and long-term objectives.

Key Responsibilities:

1. Business Growth and Market Development Strategy Development:

- Design and implement Sasin's growth strategy to achieve enrolment targets and maximize revenue from academic programs, executive education, corporate training, centres of excellence and consulting business.
- Analyse market trends, competitor activities, and customer insights to continuously refine and improve the sales approach.

2. Team Leadership:

- Lead and manage the sales team, setting clear objectives and targets to ensure high performance and continuous development.
- Foster a collaborative and motivated team environment, ensuring the team is aligned with the institution's mission and vision.
- Conduct regular training sessions to improve the sales team's skills and knowledge.

3. Relationship Management:

- Cultivate and maintain strong relationships with key corporate partners, alumni, potential students, industry leaders, chambers of commerce and government agencies.
- Identify new business opportunities for partnerships, collaborations, and sponsorships to further drive revenue growth.
- Represent the school at industry events, conferences, and networking opportunities to promote the institution's offerings.

4. Sales Performance & Reporting:

- Monitor and analyse sales performance, using data-driven insights to evaluate success and identify areas for improvement.
- Prepare regular sales reports for the management team, providing detailed forecasts and updates on sales activities.

- Ensure accurate and timely completion of sales pipeline documentation, tracking metrics like lead conversion rates and sales cycle length.

5. Collaboration with Marketing & Admissions:

- Work closely with the marketing and admissions teams to align sales campaigns with marketing strategies.
- Ensure smooth handover of leads and prospects to the admissions team for conversion into enrolled students.
- Support marketing campaigns with insights and feedback on customer pain points, expectations, and motivations.

6. Brand Ambassadorship:

- Represent the business school as an ambassador in the marketplace, enhancing the institution's reputation and value proposition.
- Develop thought leadership content and participate in industry discussions that promote the institution's brand and thought leadership.

Qualifications:

- Bachelor's degree in Business, Marketing, or a related field (Master's degree preferred).
- Minimum of 12 years of experience in sales, with at least 3 years in a leadership position within higher education, professional services, or a related industry.
- Proven track record of successfully driving sales and achieving growth targets.
- Strong leadership and team management skills with a demonstrated ability to inspire, motivate, and develop talent.
- Excellent communication, presentation, and negotiation skills.
- Strategic thinker with a deep understanding of the higher education market dynamics and competitive landscape.
- Ability to build strong relationships and manage stakeholders effectively.
- Familiarity with CRM software and sales analytics tools.

Work Environment:

- Full-time, leadership position based in Bangkok.
- Frequent travel to corporate partners, recruitment events, and industry conferences.
- Dynamic and collaborative team environment.

How to apply:

- Interested candidates should send CV to recruitment@sasin.edu.
- For more information about Sasin School of Management: www.sasin.edu