

Director of Marketing & Sales

GV Marketing

Background

For over 25 years, [Global Village Schools](#) in Canada and the USA have been providing high quality language education to students from around the world.

The GV Marketing department conducts high-calibre B2B and B2C sales and marketing on behalf the schools in the Global Village group. We're building a high-performance team to continue to drive our success to the next level.

Job Overview

If you are an experienced marketing and sales professional with digital specialization, we want to talk to you. Reporting to the CEOs of GV Schools (Management Committee), the **Director of Marketing and Sales** is an executive leadership and management position which leads and oversees the sales, marketing and IT teams at GV Marketing and GV Schools, to build a long-term strategy which forges business relationships and achieves sales results for the schools.

The position is focussed on four key areas:

- Strategic planning in the areas of B2B and B2C marketing and sales
- Development of sales and marketing team leaders and their respective teams
- Oversight of a critical web overhaul with an eye to UX
- CRM management and workflow optimization

Responsibilities

- Develop a long-term strategy at the global, regional and local market level, then translate this strategy into a road map of initiatives and projects, with the ultimate goal of driving student enrollment results for the schools.
- Set and measure performance of all campaigns, and assess against strategic goals. Be accountable for personal and team achievements on key metrics: web traffic; inbound link building; landing page conversions; demand gen; lead gen; social media reach and engagement; email marketing performance; student enrollment (weeks per market); tuition revenue (net per week).
- Monitor relationships through CRM systems. Develop and implement techniques that will build new customer relationships and retain existing customers.
- Analyze CRM functionality and collect feedback from CRM user-group, to improve staff use and increase conversion rates. Act as the liaison between the CRM user-groups and IT Manager. Develop a training/mentorship plan for marketers and sales staff utilizing the CRM.
- Apply a sales and marketing lens to advise on current website and lead the overhaul of www.gvenglish.com. Define and measure project goals, including positive UX, conversion-

focused web pages, and optimized user funnels to generate leads and increase conversions.

- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points to optimize user experience.
- Plan with and oversee the staff responsible for the execution of all paid, earned and owned digital marketing, including social, SEO/SEM, and email marketing to increase brand awareness and drive e-commerce results.
- Identify trends and insights and evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

Requirements:

- Undergraduate degree in business, sales and marketing or a related field.
- Previous experience with B2B and B2C sales and marketing, ideally in the language travel industry. Second language proficiency an asset.
- Self-starter with a passion for sales and marketing, demonstrated through a creative and optimistic approach to achieving targets.
- Previous experience using and developing sales processes in a CRM such as Salesforce.
- Proven track-record of building brand awareness results through social media and content marketing to engage, inform and motivate B2B and B2C audiences.
- Experience in building collaborative partnerships with influencers.
- Sound knowledge of SEO, SEM and Google analytics.
- Strong analytical skills and data-driven thinking.
- Willing and able to travel as needed

GV Marketing is an equal-opportunity employer. However, to be considered for the position, candidates must be legally entitled to work in Canada, at the GV Marketing office based in Vancouver, BC, Canada.

Rewards:

This is an exciting opportunity for you to assume a leadership role within a group of dynamic and passionate professionals. Make a real difference in the lives of international students every day, by connecting them with academic programs and pathways at this elite group of GV language schools.

In addition to a competitive salary (to be negotiated), the position offers an attractive benefits plan upon qualification (extended health and dental; EAP; CI and LTD insurance).

How to Apply:

To apply, send your COVER LETTER and a RESUME as a single PDF attachment to: marketing-hr@gvenglish.com.

Applications will be accepted until the position is filled.

We thank all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted.

Summary for online postings:

Seniority Level: Senior level
Industry: Language Education, Study Travel
Employment Type: Full-time
Job Functions: Marketing, Sales, Business Development
Location: Vancouver, BC, Canada