

## Sales Specialist

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Company: American International University, Kuwait

Location: Kuwait

Category: other-general

Job Title:

Sales Specialist

Job Description:

We are seeking a dynamic and motivated Sales Specialist to join our team. The ideal candidate will be responsible for promoting the school, planning and executing events such as career fairs, maintaining communication with potential students, and guiding students through the application process. This role offers an exciting opportunity to contribute to the growth and success of our institution while making a positive impact on the lives of students.

Key Responsibilities:

Develop and implement marketing strategies to promote the school and its programs.

Plan, coordinate, and execute events, including career fairs, information sessions, and open houses.

Identify opportunities for partnership and collaboration with external organizations to enhance marketing efforts.

Maintain communication with prospective students through various channels, including email, social media, and phone calls.

Provide personalized support and guidance to students as they navigate the application process, including assisting with application materials and answering questions about

admissions requirements.

Collaborate with admissions staff to ensure a seamless transition for students from application to enrollment.

Track and analyze marketing and sales metrics to evaluate the effectiveness of strategies and make data-driven recommendations for improvement.

Stay up-to-date on industry trends and best practices in sales and marketing to inform strategy development and execution.

#### Qualifications:

Bachelor's degree in marketing, communications, business, or a related field.

Proven experience in sales, marketing, or related field, preferably in the education sector.

Strong interpersonal and communication skills, with the ability to build relationships and effectively communicate with diverse stakeholders.

Excellent organizational skills and attention to detail, with the ability to manage multiple projects simultaneously and meet deadlines.

Ability to work independently and as part of a team in a fast-paced environment.

Proficiency in Microsoft Office suite and experience with CRM software preferred.

#### About American International University in Kuwait

AIU Kuwait is a new institution of higher education in Kuwait with the first student cohort admitted in fall 2019. It is a private, co-educational institution offering undergraduate degrees based on the American model of higher education. Through its educational programs, the College serves the intellectual, cultural, and personal growth of all members of its community. For more information about AIU visit:

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