

About us

Celtic English Academy is a friendly and welcoming English language school in the centre of Cardiff (Wales, UK), which takes pride in its small class sizes, great teachers and wonderful support staff. We offer beginner to advanced level English language courses for international students. Each year approximately 1000 students study with us from up to 50 different nationalities. We are British Council and IALC accredited, a Real Living Wage Employer and we have a Wales Green Growth Pledge.

We are looking for a Regional Sales Manager in Brazil to support the Marketing team in the area of recruitment and B2B agency partnerships. We are ideally looking for an individual with experience in the ELT (English Language Teaching) industry to consolidate our partnerships in the area and increase the number of students from Brazil.

Job title:	Regional Sales Manager – Brazil
Reports to:	Business Development Manager
Contract hours:	37.5 hours
Contract:	6 months fixed term contract as external contractor with the view to extend depending on the performance
Salary:	£850/month
Annual leave:	28 days including public holidays
Location:	Brazil – remote worker
Start date:	ASAP
Job purpose:	To support the marketing team in achieving student enrolment targets for the Brazilian market through partner agencies (B2B) and other recruitment channels (including B2C). The postholder will be required to implement recruitment activity plans to ensure enrolment targets are achieved. Reporting directly to the Business Development Manager, the postholder is responsible for the day-to-day management of a network of recruitment channels for the specific region. The role is based in Brazil with occasional travel to the UK.

Main duties and responsibilities

The responsibilities for this position include, but are not limited to, the following:

- Taking the lead on and helping to manage partner relationships with a network of Brazil based agents to meet student recruitment targets
- Strengthening existing partnerships and developing new links with partners in the region
- Providing training to agents through office visits and training sessions
- Attending and giving presentations at internal and external events
- Participating in workshops and events from the industry
- Supporting agents in promotional activities including fairs, exhibitions, interview days and visits to partner colleges, schools or universities
- Working closely with the Marketing team to ensure sales tools are available and effective
- Collaborating with the Sales, Admissions and Marketing teams to support recruitment and conversion activity, ensuring a smooth customer journey process
- Ensuring that feedback is collected from students via Google reviews or social media after their course
- Providing regular and comprehensive reports to the Business Development Manager and other colleagues as necessary
- Analysing statistical data and conducting market research including observing competitor analysis, recommending strategies to meet our target numbers
- Managing a marketing budget for the Brazilian market
- Contributing, as required, to strategy, market development and recruitment plans

Essential requirements:

- Eligibility to live, work and travel freely in the designated region
- Knowledge and experience of planning and executing recruitment activity plans

- Experience of promoting English courses within a range of markets, ideally including in the UK, EU and internationally
- Knowledge of admissions policies and procedures
- Good IT skills including Microsoft Office
- Excellent communication and language skills in English and Portuguese
- Good cross-cultural skills with an openness to work effectively across different cultures
- Effective organisational skills with a good attention to detail
- Self-motivated and able to use initiative
- Able to work autonomously and as part of a team
- Able to work well under pressure, or be responsive to short deadlines
- Ability to be flexible
- Capable of prioritising and multi-tasking
- Availability to travel several weeks a year

Desirable requirements:

- Background in marketing, business, or sales
- Experience in blogging or creative content creation
- Knowledge of social media platforms such as FB, IG, TikTok, etc
- Spanish as a second language
- Experience living or studying abroad
- Good digital skills, including photo and video production and editing are not mandatory but a bonus

If you are interested to apply please send a covering letter and CV to jobs@celticenglish.co.uk. The application deadline is Tuesday 31st August and interviews will be scheduled on the w/c 6th September.

Celtic English Academy is committed to the safeguarding and the welfare of our students. All adults associated with the Academy will be expected to share the school's ethos and actively engage in looking after U18s safely. All references will be followed up.