



**WE ARE
HIRING**

SALES & MARKETING MANAGER

COLOMBO 03

Qualifications and Work Experiences:

- Bachelor's degree in Marketing, Business, Management or a related discipline.
- Proven experience in **sales and marketing, business development or student recruitment.**
- Strong communication, presentation, negotiation and relationship-management skills.
- Strong understanding of digital marketing and lead-generation channels.
- Ability to analyse sales pipelines, conversion rates and marketing performance.
- Strong organisational skills with the ability to manage multiple campaigns and recruitment activities simultaneously.
- Ability to work independently while collaborating effectively with academic, admissions and marketing teams.
- Comfortable working in a **performance-driven and target-oriented environment.**

Key Responsibilities:

- Student recruitment and enrolment targets for each intake/term.
- Lead-to-application and application-to-enrolment conversion rates.
- Growth in qualified student enquiries.
- Marketing campaign and lead-generation performance.
- Recruitment pipeline management and follow-up effectiveness.
- Development of school, corporate and referral partnerships.
- Achievement of agreed sales and marketing objectives.

The successful candidate will be expected to take direct ownership of student recruitment performance for the ACBT Colombo campus.

SEND YOUR CV 

hr.department@acbt.lk

With the details of two non-related referees and mention the position applied for
Australian College of Business and Technology



442, Galle Road, Colombo 03



www.acbt.net

