



Marketing Specialist

GateWay Scholars Institute of Education is a U.S.-based college connection program dedicated to providing international students invaluable opportunities to visit and apply to some of the best colleges in America. For our young scholars, we create a custom pathway to college entrance that is engaging, exciting, and effective. The goal of GateWay is to promote cultural exchange by cultivating relationship among youth, and to prepare students for college life in the U.S.

GateWay Scholars Institute of Education is seeking a marketing specialist position to join our team. As the ideal candidate for this position, your role will be communicated with potential targets to develop new relationships and consult on best practices for GateWay's Program. You will be responsible for generating leads through cold email outreach, traveling to present our company's materials to interested parties, and closing prospected and qualified partners. The position is ideal for a goal-driven individual with an entrepreneurial spirit and an interest in international education.

Job descriptions

- Sales/business/marketing development experience with proven track record of results selling services or programs
- Identify opportunities for business development in China and America
- Be involved with all the promotion events and marketing process
- Help with social media to develop potential customers
- Be a good a connection between Gateway Boston head office and Chinese partners as well as customers
- Weekly report to supervisor and keep good communication
- Actively collect real-time data of students' successes and share with the team on an ongoing basis; includes matriculation information or any other success stories

Required Skills and Abilities

- Excellent interpersonal and communication skills, including presentation, telephone, negotiation, coordinating and writing skills in both Mandarin and English I
- Great interpersonal skills and ability to handle stressful and urgent cases
- Familiarity with U.S private high schools and colleges and their admission process
- Attention to details and organizational skills
- Ability to remain positive and be customer service orientated
- Ability to work independently as well as in a team
- Demonstrated ability to manage multiple projects and deliver service on time
- Flexibility and willingness to work and communicate outside normal business hours
- Passion for international education
- Be able to work under pressure and under deadline