

Join the AFI team and Let's grow together

Recruitment Manager– Student Recruitment (Philippines / Indonesia)

Job Overview:

The Recruitment Manager, Student Recruitment, assists in executing a student recruitment strategy across Rest of East Asia (Malaysia, Philippines, Cambodia, Laos, Brunei, Indonesia) that targets international students seeking U.S. university degrees. The role includes account management of Shorelight's regional network of recruiters, schools, and universities, along with building and managing direct-to-student marketing campaigns that drive enrollments to Shorelight's university partners. This role is based in Philippines / Indonesia reporting to Regional Director, Rest of East Asia.

Key Responsibilities

- Execute client's university partners' student recruitment strategies, partnering with the Recruitment Manager, REA as well as client's Marketing Team for all marketing and advertising strategies and collateral
- Help manage key channel accounts and partnerships to achieve enrollment targets for all university partnerships
- Maintain a data-driven approach to recruitment, monitoring enrollment trends, and reporting on all phases of recruitment process to the Regional Director, Rest of East Asia, using technology systems
- Maintain maximum levels of competitor awareness, product knowledge, and market intelligence
- Travel extensively to attend recruitment and outreach activities, seminars, conferences, meetings, and training events to build strong and lasting relationships with current and prospective students, families, faculty, staff, agents, partners, and other external institutions and vendors
- Execute efficient and streamlined processes for all stages of the recruitment process (inquiry, application, assessment, offer, acceptance, visa applications, orientation, etc.) with a strong focus on conversion of inquiries to applications
- Work effectively with the university liaisons to ensure smooth entry into the school or program (working with finance offices on incoming deposits, tracking of payments, processing of agent contracts and commissions, as necessary; assisting incoming students with form completion; coordinating arrival transportation for new, incoming students; etc.

Qualifications & Skills:

- Bachelor's degree, preferably in marketing, communications, business, international relations, or related area
- 3+ years of experience in the international education/recruitment industry in Philippines or Indonesia , Thailand or Malaysia
- Strong sales and account management skills
- Proven track record of working collaboratively in a matrix governance model
- Strategic-minded and sales-driven, with strong drive for results, and pressure-resilient
- Proficient with technology and reporting programs/systems
- Excellent communication and presentation skills
- Exemplary customer service skills and ability to foster a customer service ethic within the team
- Willingness to travel

Preferred Qualifications

- Existing network and relationships within the education industry in Philippines, Thailand/Malaysia/Indonesia
- Strong working knowledge of key international markets, programs, and products; and US higher education are all pluses
- Eligibility to work in the hiring location without sponsorship

We offer a competitive salary , great benefits and the freedom to work remotely.