

Join the AFI team and Let's grow together

Communicator

Profile Summary:

A results-driven Communicator specializing in personalized email campaigns, lead nurturing, and student engagement strategies. Proficient in CRM tools, email automation, and crafting compelling CTAs to drive conversions. Experienced in optimizing outreach efforts, re-engaging inactive leads, and ensuring seamless communication throughout the student journey.

Expertise Required:

- Strong proficiency in personalized massive email campaigns with high engagement rates.
- Ability to craft compelling Call-to-Actions (CTAs) that drive conversions and student interactions.
- Experience in lead nurturing and follow-ups to ensure high response rates

Key Responsibilities

- Contact all priority leads within 48 hours of their creation to maximize engagement and conversion rates.
- Send personalized invitations to students for upcoming webinars, ensuring relevant messaging that resonates with their interests.
- Send Offer letters to students within 24 hours of issuance.
- Ensure that students receive clear, well-structured communication regarding the next steps.
- Identify and reach out to students who have stopped responding or never engaged after initial contact.
- Implement strategies to reignite conversations and address potential concerns.

Qualifications & Skills:

- Bachelor's degree in communications, Marketing, Business, or a related field.
- Minimum 2 years of experience in the same field
- Experience in email marketing, CRM, or student outreach.
- Proficiency in email automation tools and CRM platforms.
- Strong writing and interpersonal communication skills.
- Ability to analyze engagement metrics and optimize email content accordingly.
- Results-driven mindset, with a focus on increasing student interaction and response rates.
- Experience in education or student recruitment.
- Familiarity with email tracking and optimization tools.
- Knowledge of best practices in lead nurturing and conversion strategies.

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