



Sales & Marketing Coordinator

The German International School is a private school in the West of Toronto and operating as a non-profit organization. Our school has a Character Education framework that promotes love for learning in a supportive learning community. We offer an outstanding multi-lingual education in German, English and French for students in grades kindergarten to eight. We are a school with high standards for teaching and learning and the result is a fascinating educational offer that is both challenging and future orientated.

About this opportunity:

The German International School Toronto is currently seeking an energetic and highly motivated full-time Sales & Marketing Coordinator to join our dynamic school management team. The Sales & Marketing Coordinator will deliver high-quality customer service to existing and prospective families while managing our marketing and communication initiatives to achieve overall corporate objectives. It is a comprehensive role with plenty of variety. This position reports directly to the Business Manager and Principal.

What you will bring:

- Exceptional communication skills in German and English (verbal and written)
- Excellent computer skills (Microsoft Office)
- Experience with WordPress, MailChimp and HubSpot is an asset
- Commercial awareness partnered with a creative mind
- Flexible self-starter - We are looking for someone who will take a problem and figure out a solution individually and/or with the team
- While showing initiative and capacity to work with minimum supervision, must be a team player
- Event planning and management experience is an asset
- Ability to manage stress and work in an active, fast-paced environment
- Strong sense of the importance of confidentiality
- Willingness to be available to work some evenings and weekends at various school functions and events throughout the academic year
- Comfortable around children, knowledge/interest in educational field
- Ability to maintain confidentiality and handle all interactions with diplomacy and tact
- Permanent residence status, Canadian citizenship or valid work permit required



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Your responsibilities will include but are not limited to:

Sales

- Manage sales process from first query to enrolment agreement
 - Answer calls and emails, respond to social media queries
 - Communicate with interested families throughout the enrolment process and follow up on a regular basis
 - Organize and execute sales meetings with interested families, include relevant members of the administration and school community (parent ambassadors) when needed
 - Coordinate applications for Financial Assistance, prepare Board proposals with the Business Manager
 - Complete enrolment agreement and submit documents to Accounting department for enrolment completion
- Evaluate success of activities and report results and activities to school management and Board

Marketing and Communications

- Develop Strategy, Yearly Plan and Yearly Budget in accordance with goals, together with Business Manager
- Drive awareness of school and generate leads from interested families through use of marketing channels including, but not limited to:
 - Social Media: Facebook, Instagram, Youtube
 - Website: content management
 - Emails: to interested families/leads
 - Events: Meet ups, Christmas Bazaar, Open House, Lantern Parade, Summerfest, Easter Crafting
 - Community Outreach programs: with local groups, companies, media
- Work with graphic designer and online developers to create exciting online and print sales materials
- Evaluate success of activities and report results and activities to school management and Board
- Develop CHARAKTER marketing plan for all channels

Event Management Tasks

- Organize, advertise and execution of internal and external school functions and events
- Facilitate relationships in our local community and German network

If you are interested in this exciting opportunity, please submit your resume and cover letter to career@gistonline.ca by **August 21, 2020**. Only candidates selected for an interview will be contacted. We are looking forward to your application!



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