



## **JOB POSTING**

### **MANAGER, INTERNATIONAL PROMOTION AND MARKETING**

#### **LANGUAGES CANADA**

Languages Canada is Canada's premier language organization representing its two official languages: English and French. Membership is limited to programs from the public and private sectors that meet the rigorous quality standards of the association. Languages Canada is recognized by the Canadian government, and internationally, as the symbol of excellence in English and French language education in Canada.

Languages Canada is seeking a strong and experienced candidate to manage its international promotion and marketing initiatives. Working under the Director of International Affairs and Operations, the candidate will be responsible for the planning and execution of international marketing and promotion activities such as trade missions, fam tours, and participation in international recruitment/promotional events. The candidate will be responsible for engaging members in participating in the association's promotional activities abroad and will work in collaboration with Languages Canada members, government and education sector partners to effectively promote Canadian English and French language education and the Languages Canada brand.

**Location:** Greater Toronto Area.

#### **Required competencies:**

- Excellent oral and written English communications skills
- C- level oral French language proficiency
- Strong interpersonal and relationship skills
- Strong project management skills, including planning, execution, reporting and managing project budgets
- Ability to effectively develop and deliver presentations and serve as ambassador to the association in a variety of public contexts
- Ability to multitask and manage parallel projects and competing priorities
- Ability to travel extensively
- Ability to work from home, independently but in close collaboration with a team spread out across Canada, as well as international partners and contractors
- Ability to use technology effectively for communication purposes (e.g. email, Word, PowerPoint, Excel)

**Professional experience:**

- At least three (3) years experience in Canadian international education recruitment and/or Canadian language education marketing
- Experience planning and executing marketing/promotional events
- Experience in recruitment and/or sales
- negotiating service agreements
- Experience

**Credentials:**

Minimum undergraduate degree or college diploma in Marketing, Administration, International Studies or related discipline.

**Assets:**

- Experience in both private and public education sectors
- Experience with member-based associations, government and/or education agencies
- Experience in international relations
- Experience in branding and design
- Additional language(s)

**Compensation:**

Salary will be determined based on the successful candidate's experience, competencies and credentials.

**Please submit your application, along with a cover letter, via email to [careers@languagescanada.ca](mailto:careers@languagescanada.ca) by August 4, 2017.**