

SANTS is an accredited Private Higher Education Institution focused on initial teacher training and continued professional teacher development through a distance mode of delivery. SANTS seeks to appoint a suitable candidate as the Head of Business Development.

Position: Head of Business Development

Role: The Head of Business Development is responsible for growing the SANTS brand and enrolments in SANTS programmes, through the development of key relationships with stakeholders and potential clients, marketing the SANTS brand, growing the reach and effectiveness of field marketers and establishing partnerships that are beneficial to students and the company.

Key Responsibilities

- Establish and maintain relationships with stakeholders at provincial education departments, and key government institutions in the education sector.
- Grow and manage the field marketing force, through effective engagement strategies and incentives to grow enrolments through this channel.
- Seek out partnerships with companies and NGO's that can enhance the student experience, provide funding for student bursaries and add value that can help student enrolment and retention.
- Develop and execute a brand strategy that will grow and strengthen the position and reputation of the SANTS brand.
- Develop the overall marketing strategy to achieve enrolment targets per programme.
- Launch new programmes effectively to maximise new enrolments.
- Oversee the creation of marketing materials, including advertising, and digital content.
- Collaborate with marketing agencies, partners, and other external entities to execute marketing campaigns effectively.
- Regularly review and refine marketing strategies based on feedback, performance data, and changing market dynamics
- Analyze the effectiveness of marketing and communication campaigns.
- Ensure public publications are accessible to the broader public and students and are accurate and up-to-date.
- Build and maintain relationships with media outlets.
- Conduct market research to strengthen the marketing strategy.
- Manage and build social media platforms.

Minimum Requirements

- Commerce or marketing-related degree.
- Minimum 5 years experience in marketing.
- Minimum 5 years' Business development/Management related experience.

Remuneration will be based on qualifications and experience in the relevant field.

Closing date: 11 November 2024

To apply, please complete the form via the below link and upload your CV via the link provided in the form.

<https://forms.office.com/r/vCBeU48XfT>

Please remember to return to the form and submit the application after uploading your documents.