



# COMMUNICATIONS MANAGER

First-Level/Middle Management

At Asia Exchange we daily hear about students' life-changing experiences when they are studying abroad in our destinations around the world. But how can we also get these experiences widely and effectively into the minds for potential students and university professionals?

Well, we know a trick or two, but are still looking for a Communications Manager to strengthen our international team. We call for a creative mind that can turn innovative ideas into conversions. Together with the rest of the team, you are responsible for enabling student mobility and life-changing experiences in our desired destinations worldwide. You will do everything from oversee the development of brand collateral to developing internal and external communications and marketing strategies.

Your focus will be on getting our customer's experiences and reasons why to study abroad out to the public. This is done via effective communication, marketing efforts and networking. Your work increases our presence in new and existing markets and grow the number of prospective students and partners.

You understand how to craft a killer text to a website, newspaper article or to a social media post. You know how to write and request others to create enjoyable texts, which also Google algorithms love. You know how to propel a brand's image through consistent messaging and strategy. You can motivate our students to share their experiences and encourage others to do what many students have done before them. You know what type of content is suitable for channels such as LinkedIn, TikTok and Instagram, but you also like to look at the bigger picture regarding marketing and sales strategies.

In addition to communication through written texts, you are not afraid to pick up the phone and make contact with universities directly in order to hear them and convince them of our

services either. You are also passionate about getting the best out of your team and enabling people to learn and achieve ambitious goals.

## THE STORY OF ASIA EXCHANGE

The story of Asia Exchange started 15 years ago when two Finnish exchange students fell in love with Asia during their study abroad semester in Shanghai. After this experience, they established a company with the mission to open Asia for students worldwide. In the present day, we are proud to have sent over 10 000 students from 600 universities and 100 different countries abroad. We also send students outside of Asia through our sister brand Beyond Abroad. We believe that with our work we can not only provide life-changing experiences for students, but also make our world a better place by enabling better cultural understanding.

This year we made our record year by helping 1,200 students from dozens of countries to study abroad. Our goal is to grow to a company sending 5,000 students going abroad every year.

## LIFE AND WORK AT ASIA EXCHANGE

We are one virtual team of 25 professionals located all around the world. Our Finnish office is located in Tampere, but we also have team members in Bali, Indonesia, the Philippines and in Germany.

Even before the pandemic, we believed that work can get done regardless of time and place. This is also the case for this job role. Want to work in tropical Bali for a few months during the year, meet our students in South Korea for a few weeks and hear their stories and finally spend your summers enjoying the Finland's nature? No problem! We encourage our team members to experience working alongside each other not only virtually, but also on-site and to also visit our destinations and meet our students.

We are a multinational team with people from various countries such as Finland, Germany and France. Our other locations are in Bali and the Philippines. You will be surprised by the lively startup vibe from the industry leader that has been operating for more than 15 years. You can get some first impressions on our [LinkedIn](#), [Instagram](#), and [Facebook](#).

## CORE TASKS:

- Goal setting of operational marketing strategies for B2C and B2B as team lead.
- Apply an experimentation mindset based on data analysis and intuition to develop cutting-edge communication and marketing tactics.
- Creation and execution of journalist level texts, campaigns and go-to-market strategies.
- Sparring and collaboration with sales, marketing and customers service teams.
- Take the lead in our PR activities and build a network of media outlets worldwide
- Demanding marketing material from our team and destinations worldwide
- Responsibility for potential market countries such as Sweden and Benelux countries, and creating university relationships through solid communications and networking.

- Develop our core messages and channel our voice to students, universities and the market in general.
- Ensuring that our team can utilize the available marketing materials.

#### WE ARE LOOKING FOR:

- An communications expert with ideally 5 years or more experience in working life.
- Hands-on experience with traditional and digital marketing tools and channels for B2C and B2B.
- A rolemodel that loves teamwork, sparring colleagues and showing example.
- Knowledge of marketing landscape through the customer journey.
- Outstanding copywriting skills and able to raise the bar in our written content.
- You understand that often less is more.



- Excellent communication skills with high initiative thinking.
- Strong project management and organizational skills.
- Pro-active self-starter with high initiative to innovate.
- Understanding the value of living and studying abroad.
- Commitment to our [values](#).

#### WHAT WE CAN OFFER YOU:

- A starting salary ranging between 3,000€ - 4,000€
- Bonus incentives for reaching your targets in addition to a monthly salary.
- An exciting and diverse environment where you can see the results of your work.
- A modern, relaxed work setting with international enthusiasts.
- A unique business industry and company that changes people's lives.
- A meaningful, versatile and international job role with the flexibility to also choose where you are working from.
- Travelling opportunities abroad to meet students and universities.
- A work environment allowing you to grow and see the fruits of your efforts.
- A dynamic work culture with a can-do attitude and growth mindset.
- Supportive, friendly coworkers from all over the world.

Are you interested in working in an international company whose product is changing lives?  
Do you understand the meaning of ROI, SEO, CTR and POA? Can you craft a message that

sticks to people's minds? Do you get fired up by achieving results and enabling others to get the best out of themselves?

If you answered 4x YES, get in touch!

## APPLICATION INSTRUCTIONS

Please apply for the position by filling out our electronic application form and sending us your application [here](#). For more information, contact [joonas@asiaexchange.org](mailto:joonas@asiaexchange.org). Please apply until 3.12. The position will be filled as soon as we find the match made in heaven. Ideally the work will start in early 2023.

Find more about Asia Exchange at [www.asiaexchange.org](http://www.asiaexchange.org)