



VUORIKATU 3  
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FINLAND

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☎ +358 45 322 1230



## STUDENT RECRUITMENT SPECIALIST

We are looking to strengthen our international team! Your core responsibility is to increase non-university enrolled student mobility to our various destinations around the world and develop study programs with existing and new stakeholders and partners to match the student segment's need. You will work towards this goal in close collaboration with universities and other stakeholders such as study abroad agents. This position is a unique blend of sales, relationship-building, and marketing activities. You will plan and put into action marketing and sales communication strategies and develop relevant networks in suitable student markets for full degree, gap year, summer school and language school programs.

Succeeding in this job requires great communication skills, knowledge on digital marketing channels (eg. POA) and skills to craft a great marketing message. You are a positive opportunist who gets motivated by target setting and you have the ability to work independently. In short, you know what intrapreneurship means or are willing to learn it. Preferably, you have previous experience in especially B2C environments and (digital) sales. Swedish, Norwegian and Danish language skills and prior international experience are an advantage.

### WHAT YOU WILL BE DOING

- **Partnerships and networking:** Develop and nurture partnerships with a focus on high schools and educational institutions to promote Asia Exchange study programs.
- **Marketing and Promotion:** Plan and execute POA campaigns, host webinars, attend educational fairs and successfully arrange info sessions and other events to engage with prospective students.
- **Collaboration:** Work with the marketing team to create marketing content and marketing campaigns through digital channels to attract students.



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- **B2B Partnerships:** Represent Asia Exchange at international education fairs and conferences and travel to meet with partners and attend relevant events as needed.

#### WHAT WE ARE LOOKING FOR

- Degree in Business, International Relations, Marketing, or related field.
- Ability to succeed in a start-up-like environment. (We are agile, flexible, ambitious, and motivated. How about you?)
- Experience with digital marketing channels and skills to craft a killer message
- A people-person who is comfortable making new connections in a room full of strangers
- Strong, confident communication skills both spoken and written in English. Proficiency in Swedish/Norwegian/Danish is an advantage.

#### WHAT WE OFFER

- A unique business industry and company that changes people's lives.
- Experience a meaningful and international role at our office in Finland's most desired city - Tampere. For the right candidate, flexible remote work options are available, though initial onboarding and periodic visits to Finland will be required.
- Enjoy opportunities to travel abroad and engage directly with students in for example Sweden.
- A dynamic work culture with a can-do attitude and growth-mindset to change the world.
- Supportive, friendly coworkers from all over the world.
- Bonus incentives for reaching your targets in addition to a monthly salary.

#### OUR STORY

Our story began in 2007, when two Finnish exchange students fell in love with Asia and wanted to open the doors for students across the globe (more in this article).

The mission was to create a simple and affordable route to Asia to enable life-changing-experiences for other students. We believed that by having more students going abroad, we could avoid many of the problems our world is facing today such as political polarization and even wars.

Our operations have since evolved to a global scale, also offering destinations outside of Asia under our sister brand Beyond Abroad. To our great delight, already 10 000 students from 110 different countries have taken up the opportunity so far. Today we are the most international, innovative and the most affordable operator in our industry. And the biggest one located in Europe. Our journey continues to be built upon by our +20-strong team in Finland, Hong Kong, Bali and the Philippines as we venture into new markets.



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Please upload your application, CV and video greetings by 14.1.2024 via our [job form](#). For any queries, you can contact Sales & Relationship Manager Joonas at [joonas@asiaexchange.org](mailto:joonas@asiaexchange.org) or +358 45 1700 757.



*Asia Exchange team on a business trip to Bali, Indonesia*