



Program Promotion Coordinator

SPIRAL International, an education company based in Burlington, seeks a candidate to market online language classes and international education programs to schools and individuals, and support coordination of education programs. This position is part time.

Responsibilities include:

- Promote online Chinese language classes for children and adults through traditional networking and digital marketing.
- Work with SPIRAL team to create marketing strategies and plans.
- Implement marketing strategies. Coordinate and track marketing campaigns. Identify the needs and goals of schools, students and parents.
- Develop and maintain relationships with schools to promote online language classes and China-related education exchange programs, including “China Trips”, “Summer English and Culture Camps” and “Long-term Study Abroad in America” programs.
- Maintain consistent communication with parents and school administrators from first contact to the point of registration for online language classes and other programs.

Preferred Qualifications:

- BA degree
- Marketing or Customer Service experience.
- China-related knowledge and experience (study abroad, school trip, travel to China, Asian Studies background, etc.)
- Understanding of school culture and operations. Experience working in the field of education.
- Excellent interpersonal and verbal communication skills.
- Excellent writing skills and attention to detail.
- Computer skills, including familiarity with databases, mass emailing, social media marketing.

Salary commensurate with experience.

Apply:

Please submit a cover letter, resume, and contact information for three references with “Program Promotion Coordinator” in subject line to Lauren at admin@spiralinternational.org. Immediate opening. Applications will be accepted on a rolling basis.