

Job Title: GMAT Marketing Assistant (On Campus)

Location: Hybrid (Occasional traveling and reporting to Shanghai office required)

Duration: 12 months

Job Overview:

The **GMAT Marketing Assistant (On Campus)** is a dynamic role designed to help establish strong student networks at universities across the Greater China Region. This position focuses on promoting the GMAT™ exam and GME opportunities to prospective students. You will play a pivotal role in raising awareness about the benefits of taking the GMAT exam, driving interest, and fostering engagement among target audiences through a mix of online and offline activities.

Key Responsibilities:

- **Network Building:**
 - Build and maintain strong relationships & database with on-campus student organizations, and other influential groups at key universities.
 - Identify and connect with student influencers, ambassadors, and leaders to foster collaborations that amplify GMAT promotions.
 - Negotiate with key stakeholders to secure support for marketing activities and establish a presence on campus.
 - Act as a bridge between the GMAC China team and campus communities, ensuring alignment with organizational goals.
- **Event Support:**
 - Plan, coordinate, and execute on-campus promotional events, including GMAT info sessions, bschool promotion workshops, and exam prep sessions.
 - Provide support for the China office's digital campaigns, webinars, and offline events to ensure broad and effective outreach.
- **Market Research and Feedback:**
 - Serve as a campus liaison, gathering valuable student feedback to refine marketing strategies.
 - Analyze campus trends, preferences, and engagement levels to share actionable insights and recommendations with the GMAC China team.
- **Knowledge Development:**
 - Develop a thorough understanding of the GMAT exam, and its significance for bschool applicants.
 - Act as a trusted and knowledgeable resource for students seeking information and advice about the GMAT and related opportunities.

Requirements:

- **Academic Background:**
 - Currently enrolled as a full-time undergraduate in China, preferably in Year 3 or Year 4.
 - Previous experienced with the GMAT exam are preferred, especially a strong score, is a significant advantage.

- **Skills and Attributes:**

- Strong networking and relationship-building skills, with an ability to engage and influence diverse stakeholders.
- Exceptional negotiation, interpersonal, and communication abilities to secure collaborations and promote initiatives.
- Self-motivated, proactive, and organized, with a talent for executing creative outreach strategies.
- Familiarity with social media platforms is an advantage.

- **Passion and Knowledge:**

- Enthusiasm for education and helping others achieve academic and professional success.
- Knowledge of GME and business school pathways is a plus.

Compensation:

This is an internship role, paid position. Compensation is competitive and will be based on experience, performance, and contribution to team goals.

To Apply:

Submit your resume and a brief cover letter to china@gmac.com. In your cover letter, please detail:

- Why you are interested in this position.
- How your skills and experience align with the responsibilities and requirements of the role.