

Business Development Manager (Maternity Cover)



Phone :

Web :

Job Summary

Vacancy :

Deadline : Jan 01, 1970

Published : Sep 09, 2025

Employment Status : Full Time

Experience : 5 - <10 Years

Salary :

Gender : Any

Career Level : Mid Level

Qualification : Bachelor Degree

Job Description

Study Now is a leading education consultancy firm, dedicated to assisting students in finding the best study opportunities worldwide. We work closely with universities, colleges, and other educational institutions to facilitate the recruitment and admission process. We are committed to providing personalized support and guidance to our clients, ensuring they make informed decisions about their academic and career paths.

We are seeking an experienced and highly motivated Business Development Manager to lead our efforts in Ghana specializing in assisting students to study abroad as international students.

As a Business Development Manager, you will have a key role in expanding our network of partner institutions, attracting Ghanaian students to study abroad, and ensuring their successful placement in educational programs worldwide. This is a position that offers an exciting opportunity to make a significant impact on the students seeking international educational opportunities.

Working Hours: Remote (Mon -Fri 09:30 AM -6:30 PM)

Salary expectations: \$1000 + other benefits

Contract Type: Maternity Cover 4 months

Potential for Extension: Opportunity to transition into a permanent position based on performance and business needs

Main activities and responsibilities

1. Business Development: Lead the development and execution of strategies to identify, engage, and establish partnerships with educational institutions, universities, colleges, and language schools in Ghana, with a focus on attracting Turkish students for international study programs.
2. Market Research: Conduct comprehensive market research to identify target states in Ghana, key trends, competitive analysis, and potential opportunities for student recruitment specifically tailored to the Ghanaian market.
3. Lead Generation: Take charge of generating leads and opportunities through various channels, including networking events, conferences, online platforms, and referrals, with a focus on engaging Ghanaian students and their parents.
4. Relationship Management: Build and maintain strong relationships with educational institutions, agents, counsellors, and other stakeholders in Ghana, fostering partnerships that promote our agency's services and secure opportunities for student recruitment.
5. Student Recruitment: Collaborate with the marketing team to develop and implement effective marketing and promotional campaigns tailored to the Turkish market, aiming to attract prospective Ghanaian students interested in studying abroad.
6. Consultation and Support: Provide expert guidance to the sales team in supporting Turkish students throughout the admission process, including application review, visa assistance, financial planning, and accommodation arrangements.
7. Compliance and Documentation: Ensure compliance with international student regulations, maintain accurate records, and prepare necessary documentation for student placements, with an understanding of specific requirements for Turkish students studying abroad.
8. Performance Tracking: Monitor and analyze recruitment metrics and key performance indicators to evaluate the effectiveness of strategies, identify areas for improvement, and provide regular reports to the management team.
9. Team Leadership: Supervise and mentor the team providing guidance, training, and support to ensure their professional growth and achievement of targets. Leading efforts to establish and retain business growth opportunities. Primarily obtaining new clients and fostering business relationships to increase revenue from sales.
10. Training: Train members of your team, arranging external training where appropriate
11. Marketing: Discuss promotional strategy, campaigns and activities with the marketing department
12. Social Media Presence: Host live sessions, webinars, and recorded videos on platforms like Instagram, YouTube, LinkedIn, and TikTok to engage with students and showcase opportunities. Develop and post engaging reels, stories, and live content to drive awareness and interest in international education programs. Serve as a brand ambassador, ensuring that messaging and presentation are consistent and aligned with Study Now's voice and values.

Additional Key Requirements:

Managing People and Resources

Manage, support and develop a team. Monitor and manage relevant budgets and deploy resources as needed to deliver activities. Coordinate or manage staff assigned to projects either through matrix management arrangements or direct line management.

Extensive Network
A well-established network of contacts and relationships with educational institutions, agents, counsellors, and other relevant stakeholders in the Ghanaian education sector.

Sales and Negotiation Skills

Demonstrated ability to achieve sales targets, negotiate partnerships, and close deals, with a deep understanding of the Ghanaian business environment.

Cultural Intelligence

Sensitivity to cultural nuances, diversity, and a deep understanding of the Ghanaian culture and educational landscape to effectively engage with Ghanaian students and their parents.

Excellent Communication

Exceptional verbal and written communication skills, with the ability to articulate complex information clearly and professionally. Fluency in English is essential, and proficiency in Twi is highly advantageous. Provide advice and information, some of it complex in order to influence, achieve change where necessary and achieve results.

Initiative, problem solving and decision making

Deal with issues affecting the delivery of operations, events and project work. Identify opportunities to improve the efficiency and effectiveness of the Operations team and support them with new and creative approaches. Strong organizational and time management skills, with the ability.

Work environment

Be aware of the risks in the workplace and the potential impact on own work and that of others. In own area of work carry out risk assessments, take steps to control hazards and have regard for the health and safety of self and others.

Results-Driven

Self-motivated, goal-oriented, and able to work independently to drive business growth, meet targets, and expand our presence in Ghana.

Education & Experience

Bachelor's degree in a relevant field (e.g., education, business administration, marketing, social sciences or a related field). A master's degree is a plus. ☐ A minimum of 6 years of experience in business development, student recruitment, admissions, student placement services in the education industry or a related field in Ghana or a similar market. ☐ Familiarity with international education systems, study abroad programs, admissions processes for universities and colleges, and visa requirements for various countries. ☐ Strong knowledge of relevant laws, regulations, and compliance requirements. ☐ Excellent interpersonal, communication, and presentation skills, with the ability to interact effectively with students, parents, and educational institutions. ☐ Detail-oriented, with strong organizational and time management skills. ☐ Ability to work independently and as part of a team, managing multiple tasks and deadlines simultaneously. ☐ Proficiency in Microsoft Office applications (Word, Excel, PowerPoint) and CRM systems. ☐ Fluency in English, both written and spoken, is required; proficiency in additional languages is a plus.

Must Have

Able to demonstrate: ☐ A high degree of self-motivation with the ability to work independently, take effective decisions, resolve unforeseen problems and adapt to changing circumstances. ☐ Ability to work under pressure, prioritizing own workload and that of the team and planning ahead to meet deadlines. ☐ An understanding of information governance and data protection. **Application link:** <https://tinyurl.com/263u8rz5>

Educational Requirements

Bachelor Degree

Compensation & Other Benefits

\$1000