



## PR/118653 | New Market Development Manager

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1568996

**Industry**

Education

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

January 13th, 2026 12:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

My client is seeking a dynamic professional to lead their international student recruitment in emerging and high-potential markets with a strong focus on China, Indonesia and other growth regions. This role is all about strategy, partnerships and execution to bring talented students.

### Responsibilities

- Research and identify new international markets and develop entry strategies.
- Build strong partnerships with education agents and institutions.
- Drive student recruitment activities: school visits, fairs, online campaigns and achieve enrollment targets for undergraduate and postgraduate programs.
- Localize marketing content and support market-specific campaigns.
- Provide insights, manage CRM data and report on market performance.

### Qualifications

- Bachelor's or Master's degree in Business, Marketing, International Relations, Education or related fields.
- More than 3 years of experience in student recruitment, sales or international business development.
- Strong English communication skills; Mandarin is a plus.
- Experience working across international markets and willingness to travel.
- Target-driven mindset with strong negotiation skills.

**Preferred:**

- Familiarity with CRM tools (HubSpot preferred).
- Network in education agencies and schools.
- Experience recruiting from China, Indonesia or Africa.

Interested applicants, please click **APPLY NOW**. Due to the high number of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.

#LI-JACTH

**Notice:** By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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**Company Description**