Commercial Manager

Shulan College Ltd (the "Company") is a specialised higher education and professional training provider focusing on Traditional Chinese Medicine (TCM), acupuncture, Chinese herbal medicine and related clinical training. We are seeking a commercially minded and proactive Commercial Manager to support business development, strengthen market positioning and identify opportunities for sustainable growth.

Job Title: Commercial Manager

Date posted:

Location: Manchester, England

Basis: Full-time

Salary: £36,500 - £40,500 per annum

Key Responsibilities:

- Develop and implement commercial strategies to support the Company's business objectives, student recruitment and long-term growth.
- Conduct market research and analyse industry trends, competitor activities and customer needs to identify business opportunities.
- Plan and coordinate marketing campaigns, promotional activities and outreach initiatives to increase awareness of the Company's educational programmes.
- Identify opportunities to expand course offerings, develop partnerships and strengthen the Company's presence in domestic and international markets.
- Build and maintain relationships with educational institutions, business partners and other external stakeholders to support commercial development.
- Analyse commercial performance, student recruitment data and campaign results, preparing reports and recommendations for management.
- Coordinate with internal teams to improve service delivery, operational efficiency and the effectiveness of business development initiatives.
- Monitor market developments and recommend improvements to commercial strategies, pricing approaches and promotional activities.

Details of the skills, experience and qualifications required:

- A bachelor's degree or above in business management, marketing, commerce or a relevant discipline, with at least one year of experience in the education sector.

- Knowledge of commercial strategy, business development, marketing and market research.
- Experience in developing business relationships, coordinating marketing activities and identifying opportunities for growth.
- Excellent analytical, problem-solving, communication and stakeholder management skills, with the ability to present findings and recommendations effectively.
- Fluency in English and Mandarin, with strong written and verbal communication skills
- Proficiency in Microsoft Office and other relevant IT applications.
- Basic knowledge of Traditional Chinese Medicine (TCM) is preferred.

To apply online please send your CV and cover letter to info@shulan-college.co.uk with the job title in the subject line.