



Job Description

Position: Business Development Manager (Overseas Education)

Company: WIN Education India

Location: India

Employment Type: Full-Time

Experience: 4-8 years in Channel Partner Business Development / International Education / Student Recruitment

About the Organisation

WIN Education India is a leading global education consultancy and part of the Westminster International Group. We represent over 250 universities across the UK, Ireland, the USA, and Australia, supporting Indian students with end-to-end overseas education solutions. We are looking for an experienced and driven **Business Development Manager** to strengthen and expand our network of education consultants and recruitment partners across India.

Role Overview

The Business Development Manager will be responsible for **developing, managing and growing WIN Education India's partner network**.

The role will involve identifying new recruitment partners, maintaining strong relationships with existing partners, driving student applications and enrolments, conducting partner visits and training, and ensuring that channel partners receive timely and effective support throughout the recruitment cycle.

The ideal candidate should have strong knowledge of the **international education industry**, excellent relationship management skills, and a proven track record of meeting recruitment targets.

Key Responsibilities

1. Channel Partner Acquisition & Business Development

- Identify and onboard new education consultants and student recruitment partners across India.
- Develop and maintain a strong pipeline of potential channel partners.
- Monitor compliance across all partners to ensure only suitable partners are onboarded and unsuitable partners are discontinued.
- Conduct regular meetings, presentations and business visits with education consultants.
- Build long-term relationships with key decision-makers and owners of partner organisations.
- Explore new markets, territories and business opportunities to expand WIN Education's channel partner network.
- Negotiate and establish mutually beneficial business relationships with recruitment partners.

2. Partner Relationship Management

- Manage and grow relationships with existing channel partners.
- Act as the primary point of contact for assigned partners.
- Understand partner requirements and provide solutions to improve their student recruitment performance.
- Regularly communicate university updates, scholarships, intakes, entry requirements and new opportunities.
- Resolve partner concerns and coordinate internally to ensure timely resolution.
- Maintain strong engagement with high-performing partners and develop them into strategic accounts.

3. Student Recruitment & Revenue Growth

- Drive student applications, offers, deposits and enrolments through the channel partner network.
- Achieve monthly, quarterly and annual recruitment targets.
- Monitor partner performance and identify growth opportunities.
- Develop individual business plans for key recruitment partners within company guidelines.
- Work closely with the admissions and counselling teams to improve application conversion rates.
- Identify opportunities to increase student recruitment across priority destinations and universities.

4. Partner Training & Engagement

- Conduct regular training sessions for channel partners on:
 - University portfolio
 - Entry requirements
 - Courses and intakes
 - Scholarships
 - Application processes
 - Visa and compliance-related updates
 - New university opportunities
- Organise partner webinars, workshops, roadshows and counselling events.
- Support partners with university presentations and student counselling where required
- Keep partners updated on changes in university policies and market developments.

5. Market Visits & Business Development Activities

- Travel regularly to meet existing and prospective channel partners.
- Develop territory-wise business plans and partner acquisition strategies.
- Conduct regular partner visits and review meetings.
- Build strong relationships with local education consultant networks.

6. Internal Coordination

- Coordinate with Admissions, Counselling, Marketing, Compliance and Finance teams to ensure smooth partner operations.
- Follow up on applications and ensure partners receive timely updates.
- Escalate application or service-related issues and ensure closure.
- Work closely with the marketing team to develop partner campaigns, partner communications and promotional activities.

7. Reporting & CRM Management

- Maintain accurate records of all partners and business activities in the CRM.
- Prepare weekly and monthly business development reports.
- Track partner-wise applications, offers, deposits and enrolments.
- Analyse partner performance and provide recommendations for improvement.
- Maintain accurate sales forecasts and pipeline reports.
- Ensure all partner communication and business activities are properly documented.

Key Performance Indicators (KPIs)

The successful candidate will be measured on:

- New channel partner acquisition
- Active partner growth
- Student applications generated through channel partners
- Offer-to-enrolment conversion
- Student deposits and enrolments
- Revenue/commission generated through channel partners
- Partner retention and engagement
- Proactively identifying and troubleshooting concerns, especially compliance concerns
- Achievement of monthly and annual recruitment targets
- Partner visit and training targets
- CRM and reporting accuracy

Candidate Profile

Essential Requirements

- **4-8 years of experience** in channel partner business development within the international education/student recruitment industry.
- Strong existing knowledge of the **Indian education-consultant/recruitment-partner market**.
- Proven experience managing partner relations and achieving sales/recruitment targets.
- Strong understanding of international student recruitment and major study destinations.
- Excellent communication, presentation and negotiation skills.
- Strong relationship-building and account-management capabilities.



- Flexibility to travel extensively for partner meetings and business development.
- Strong commercial and target-oriented approach.
- Ability to work independently and manage multiple partner accounts.

Preferred

- Existing network of education consultants/recruitment partners in India.
- Experience working with education stakeholders, aggregators or international student recruitment companies.
- Experience handling UK university recruitment will be an advantage.
- Experience using CRM systems and preparing business reports.

Key Competencies

- Partner Sales & Business Development
- Relationship Management
- Account Management
- Negotiation & Commercial Acumen
- International Student Recruitment
- Partner Acquisition
- Sales Conversion
- Presentation Skills
- Market Development
- Strategic Planning
- CRM Management
- Problem Solving
- Communication & Interpersonal Skills

What We Offer

- Competitive salary with performance-based incentives.
- Opportunity to work with leading international universities and education institutions.
- Exposure to the global international education industry.
- Career growth opportunities within WIN Education.
- Opportunity to build and lead a strong channel partner network.
- Dynamic and performance-driven working environment.

Compensation & Benefits

- Up to 15LPA, depending on experience.
- Performance-based incentives and sales bonuses on top of base salary.

Reporting To

Senior Management - WIN Education