

JOB DESCRIPTION

Student Ambassador (Internship), Greater China

Reports To:	Field Marketing Manager, Greater China	Job Level:	N/A
Department:	Market Development, Greater China		
Location:	On Campus	Position Type:	Internship

Summary Description:

Graduate Management Admission Council® (GMAC®) is the leader in the discovery and evaluation of talent—through assessments—for programs of study in management and business education. Our primary service, the Graduate Management Admission Test® (GMAT®) exam is an invaluable tool used by graduate management programs around the world to aid the admissions process. GMAC® also provides solutions and tools for business schools to enhance their recruitment capabilities.

The Student Ambassador - Greater China will be responsible for mainly promoting the Graduate Management Admission Test (GMAT) exam & its prep products to prospective students in China. As a student ambassador, you will play a key role in raising awareness of the benefits of taking the GMAT and helping to drive interest and registration for the exam.

Key Responsibilities:

- Develop a deep understanding of the GMAT exam and its benefits for prospective students.
- Develop GMAC assessment & prep product presentation to be used for online and offline webinar / info session under the guidance of GMAC field marketing manager.
- Supporting field marketing activities including on campus promotion, webinar, offline events, and other marketing initiatives.
- Serve as a GMAT representative at on-campus events, such as career fairs, information sessions, and student organizations, providing information about the GMAT exam and answering questions from prospective students.
- Connect with student organizations, academic departments, and other relevant groups to promote the GMAT exam, prep products and build relationships with key stakeholders.
- Work closely with the GMAC teams to gather feedback from students and share insights and recommendations for how to better promote GMAC products.
- Working during weekend or travelling maybe required by projects.
- Manage any other ad hoc assignments or operational tasks.

Minimum Requirements:

- Currently enrolled as a full-time undergraduate in China, Year 3 or Year 4 preferred.
- Experienced with the GMAT prep & the exam are preferred.
- Strong interpersonal and communication skills, including the ability to effectively present information and respond to questions from groups of students, staff, and other stakeholders.
- Ability to work independently and take initiative to develop and implement outreach strategies.
- Proficient in Microsoft Office and familiar with social media platforms.
- Passionate about education and helping others achieve their goals.

Please submit your CV to: **China@gmac.com**

GMAC's value proposition offers our talented employees the ideal climate for innovation, and colleagues who are motivated and proactive, with diverse backgrounds and approaches.

As a global organization, we understand and appreciate the benefits of myriad cultural perspectives. GMAC is wholly committed to recruiting, developing, and retaining a diverse group of talented people, and providing equal employment opportunities to all employees and applicants without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, or other protected criteria, in accordance with applicable law.