

# ARTHIT OURAIRAT INSTITUTION

Role Title	Reports to:
Growth and Revenue Management Director	AOI CEDO, COO and CFO
Purpose of the role	
<p>We are seeking a highly motivated and strategic Growth and Revenue Management Director to join our dynamic team at British International School, Phuket (BISP). The ideal candidate will be responsible for driving <b>sustainable growth and maximizing revenue opportunities across our portfolio of schools</b>. This role involves developing and implementing strategies that align with our long-term vision, ensuring financial sustainability, and optimizing pricing, enrollment, and other revenue-generating initiatives.</p>	
The specific duties of this position are listed below:	
<ul style="list-style-type: none"><li>● <b>Operational</b><ul style="list-style-type: none"><li>○ Managing the BDE Team in BISP</li><li>○ Overseeing all Events and processes including communication within the BDE team</li><li>○ Collaboration with Thai departments and Academic teams in regards events and business development</li><li>○ Oversee the BISP Summer camp and other camps including managing logistics, resources and staffing</li><li>○ Work with the Extended Curriculum Coordinator to oversee activities and billing as well as manage contracts with outside providers</li></ul></li> <li>● <b>Growth Strategy Development:</b><ul style="list-style-type: none"><li>○ Contribute to AOI's strategic direction by aligning business development goals with institutional priorities</li><li>○ Design and execute strategies for student enrollment growth, retention, and revenue generation (e.g., summer camps, after-school activities)</li><li>○ Oversee the monetization of AOI facilities (e.g., football fields, swimming pools, dormitories)</li><li>○ Analyze market trends, demographics, and competitor strategies to identify opportunities for growth in new and existing markets</li></ul></li></ul>	

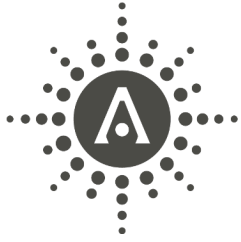


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- Lead a team responsible for business development activities, providing mentorship and guidance
- Business development and developing business opportunities for the group through partnerships of new educational programs after school, summer or winter programs
- **Revenue Optimization:** Oversee the development and implementation of revenue management strategies. Use data-driven insights to optimize pricing, fee structures, tuition rates, and pricing policy; that reflect market conditions and the integrity of the school group
- **Financial Forecasting and Analysis:** Prepare detailed financial models, forecasts, and budgets related to growth and revenue. Provide regular reports and insights to senior management regarding revenue performance, forecasts, and potential risks
- **Enrollment Management:** Collaborate with the admissions and marketing teams to ensure targeted student recruitment and retention efforts are aligned with revenue goals. Develop strategies to boost enrollment, minimize churn, and maximize student lifetime value
- **B2B partnership Management:** Establish and foster partnerships with external organizations to create long-term revenue-generating collaborations
- **Market Research:** Conduct thorough market research to identify emerging trends, customer demands, and competitive landscape changes. Use this data to inform pricing and product offerings, as well as potential partnerships or new service introductions
- **Collaboration with Cross-Functional Teams:** Work closely with the marketing, finance, admissions, and operational teams to ensure cohesive efforts toward revenue targets and growth goals. Foster a collaborative environment to achieve group-wide objectives
- **Reporting and Performance Tracking:** Regularly monitor and report on key performance indicators (KPIs), including revenue, student enrollment, and retention rates. Provide actionable insights and recommendations to improve financial outcomes

### Required Qualifications & Experience:

- Bachelor's degree in Business, Finance, Marketing, or related field. MBA or equivalent is a plus
- 5+ years of experience in growth management, revenue optimization, or strategic planning, preferably in the education sector
- Strong understanding of revenue management techniques and financial modeling
- Experience working with cross-functional teams to drive growth and financial results
- Strong analytical skills with the ability to turn data into actionable insights
- Excellent communication, negotiation, and presentation skills



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- Strong project management skills with the ability to handle multiple priorities and deadlines
- Knowledge of the education industry trends, challenges, and opportunities is a significant advantage

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