



English Path Head Office
891 Greenford Road,
Greenford, London,
United Kingdom, UB6 0HE
info@englishpath.com
+44 20 4534 0788

JOB DESCRIPTION

JOB TITLE: Business Development Manager – Southeast Asia

REPORTS TO TITLE: Regional Manager Asia

BUSINESS FUNCTION/ SUB-FUNCTION: Sales and Marketing

LOCATION: Thailand (in-country)

ABOUT ENGLISH PATH:

English Path is a rapidly growing, global English, German and French language school that empowers students of all ages through language learning and cultural experiences. English Path has expanded significantly since its foundation, establishing modern campuses, and professional learning environments in the UK, Europe, North America, and the Middle East.

We provide a diverse range of courses, including General English, French and German; Academic and Exam preparation, Electives, Pathway programmes and Professional Certificate programmes. Our curriculum is designed to not only encourage students to enhance their language skills, but also facilitates immersion into the local culture through themes which connect the classroom to real-world experiences. We also offer additional ancillary services such as high-quality accommodation, student insurance and transfers.

By joining English Path, you will be immersed in a talented, passionate, and dynamic group of professionals who are focused on one clear vision; to transform lives through education. Find out more about us here: www.englishpath.com.

MISSION:

A world in which every person can communicate using a common language, removing inequality and creating a level playing field. Courses that stimulate and challenge. Students that learn, excel, and grow.

VISION:

To create the world's most accessible and innovative English language school that changes lives through education that makes a fundamental difference to living standards.

ROLE PURPOSE:

This is a mid-level role designed for a proactive and commercial-minded professional who is confident operating independently and taking full ownership of the Southeast Asia market. The Business Development Manager will be responsible for developing and executing market-specific strategies to drive student recruitment, build strong agent networks, and promote English Path's full portfolio of English language and Higher Education Pathway programmes.

The ideal candidate will have a solid understanding of the international education landscape in Southeast Asia, along with proven experience in B2B sales, agent relationship management, and student recruitment. Experience in Higher Education Pathways is particularly desirable, as this role plays a pivotal part in promoting progression routes to university alongside English language study.

As a key market lead, the Business Development Manager will work closely with internal teams—including marketing, admissions, and academic departments, to ensure the region's commercial goals are met while delivering high standards of service to partners and prospective students. The role



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requires someone who is entrepreneurial, target-driven, culturally aware, and committed to helping students achieve life-changing international education opportunities. Ultimately, this is a market ownership role—designed for someone who is not just managing territory but shaping it.

ROLES AND RESPONSIBILITIES:

- Develop and execute a robust regional sales strategy aligned with English Path’s corporate goals.
- Take full ownership of the Southeast Asia market, driving enrolments through local agency networks and partnerships.
- Identify, sign, and nurture new and existing agent partners across Southeast Asia.
- Deliver regular training to education agents and counsellors on EP’s portfolio, with a strong focus on language and pathways programmes.
- Collaborate closely with global and in-country teams to ensure consistency in messaging, marketing, and service delivery.
- Build and maintain strong internal relationships with academic teams and schools to align regional activities with school capacity and academic standards.
- Monitor regional budgets and enrolment targets, providing regular performance updates and forecasts.
- Ensure agents and applicants are well-informed on visa policies, course updates, entry requirements, and regional changes.
- Provide exceptional customer service to prospective students, maintaining a student-first mindset and responding to enquiries efficiently.
- Represent English Path at fairs, seminars, and agent visits across the region – travel will be required.
- Stay informed of market trends, competitor activity, and opportunities for growth in the international education and English language sector.

QUALIFICATIONS AND EXPERIENCE:

- Bachelor’s degree in Business, Marketing, Education, Tourism, or a related field.
- 3–5 years’ experience in business development, sales, or client relationship management, ideally in international education or travel sectors.
- Experience in Higher Education Pathways is strongly desired.
- Native Thai speaker preferred; additional Southeast Asian languages are a plus.
- Fluency in written and spoken English is essential.
- Strong familiarity with international student recruitment cycles, especially within Southeast Asia.

KEY SKILLS AND COMPETENCIES:

- Strategic thinker with the ability to lead market activity with autonomy.
- Proven track record in building and maintaining B2B relationships.
- Highly organised with the ability to prioritise and manage multiple projects simultaneously.
- Comfortably using digital tools, CRM systems, and virtual communication platforms.
- Confident presenter with outstanding communication and interpersonal skills.
- Culturally aware and able to build trust across diverse audiences.
- Willingness to travel and work flexible hours including evenings and weekends when needed.
- Proficient in Microsoft Office (Word, Excel, PowerPoint); experience with Zoho or Salesforce is a plus.



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OTHER INFORMATION:

The Business Development Manager will also be expected to demonstrate their commitment:

- To EP values and regulations, including equal opportunities policy.
- To EP's Social, Economic and Environmental responsibilities and minimise environmental impact in the performance of the role and actively contribute to the delivery of EP's Environmental Policy.
- To EP's Health and Safety responsibilities to ensure their contribution to a safe and secure working environment for staff, students, and other visitors to the campus.

BENEFITS:

Salary: Competitive with bonus

Working from Home: Yes

Travel: Yes

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned.