

Job Description

JOB TITLE: Junior Business Development Manager
REPORTS TO TITLE: Regional Manager - Europe
BUSINESS FUNCTION/ SUB-FUNCTION: Sales and Marketing
LOCATION: Paris, France

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 language and pathway provider that changes lives through education that makes a fundamental difference to living standards.

ROLE PURPOSE:

We are seeking a proactive and detail-oriented Junior Business Development Manager to support the growth and expansion of our travel education programs. This role is pivotal in identifying new business opportunities, nurturing relationships with schools, universities, and educational institutions, and supporting the strategic partnerships that enable our experiential learning trips to thrive. You will play a key role in driving engagement, building sales pipelines, and ensuring smooth coordination across departments to deliver outstanding educational travel experiences.

ROLE and RESPONSIBILITIES:

- Research and identify new leads across schools, colleges, universities, and education networks that align with our travel programs.
- Act as a liaison between prospective clients and internal teams, fostering long-term relationships with educators, administrators, and travel partners.
- Assist the business development and sales teams in preparing proposals, presentations, and client-specific itineraries or brochures.

- Maintain and update customer relationship management (CRM) tools to track outreach efforts, communications, and conversion metrics.
- Support the planning and execution of trade shows, webinars, school visits, and promotional events aimed at educators and academic institutions.
- Analyse market trends, competitor offerings, and education industry shifts to provide insights that inform sales strategies and product development.
- Draft proposals, assist with contract preparation, and ensure timely follow-up with leads and partners.
- Work closely with marketing, operations, and program teams to align outreach efforts with product delivery and client expectations.

ESSENTIAL SKILLS AND EXPERIENCE:

Experience

- Bachelor's degree in Business, Marketing, Education, Tourism, or related field.
- 1–3 years of experience in business development, sales coordination, or client relations, preferably in the travel, education, or non-profit sector.
- Familiarity with education policy or academic calendars (desirable).
- Experience working with educational institutions or in international education/travel

Skills

- Fluent in English and French language and any additional language is a plus.
- Strong organisational and multitasking abilities.
- Proficiency in CRM software (e.g., HubSpot, Salesforce) and Microsoft Office Suite or Google Workspace.
- Passion for global education, youth development, or experiential learning programs.
- Ability to work independently as well as collaboratively in a team-oriented environment.
- Willingness to travel occasionally for client meetings or industry events.
- Ability to find and present solutions to achieve customer satisfaction
- Ability to demonstrate international and cultural sensitivities

OTHER INFORMATION

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

- To EP's values and regulations, including our safeguarding and equal opportunities policies.
- 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 their Health and Safety responsibilities to ensure their contribution to a safe and secure working environment for staff, students, and other visitors to the campus.

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.

ROLE DIMENSIONS

Travel: Yes

Budget Responsibility: No