



ARTHIT OURAIRAT INSTITUTION

Role Title	Reports to:
Business Development Director	CEO, COO and CFO
Purpose of the role	
The AOI Business Development Director will be responsible to oversee and drive the strategic growth of revenue-generating initiatives across the AOI group. This includes managing business development projects, optimizing income streams, and fostering partnerships that align with the institution's mission and financial goals.	
The specific duties of this position are listed below:	
Business Development & Revenue Generation • Develop and execute strategic business initiatives to enhance revenue streams across the AOI group. • Identify and implement new opportunities for educational and extracurricular services. • Optimize the profitability of existing programs and introduce innovative business models. • Foster partnerships with external organizations to create long-term revenue-generating collaborations. • Conduct market research to align business strategies with industry trends and stakeholder needs. Oversight of AOI Programs & Initiatives • Lead the development and management of key programs such as: ○ After-School Programs ○ Summer Schools ○ Specialized Training Camps ○ Other strategic initiatives that supports the AOI's mission • Ensure programs are structured to maximize engagement, participation, and financial sustainability. • Collaborate with Business Development department heads to refine offerings and improve operational efficiency.	



ARTHIT OURAIRAT
INSTITUTION

Facility & Asset Utilization

- Oversee the monetization of AOI facilities, including but not limited to:
 - Football Fields
 - Swimming Pools
 - Boarding Houses
 - Gymnasiums/Fitness Rooms
 - Other available facilities
- Develop and manage contractual agreements for facility rentals and external use.
- Coordinate with operations teams to ensure seamless execution of external engagements.

Financial & Contractual Oversight

- Lead pricing strategies and financial planning for revenue-generating programs.
- Manage contracts related to business development, partnerships, and facility usage.
- Work closely with finance teams to track revenue performance and optimize profitability.
- Ensure compliance with legal and regulatory requirements for all business activities.

Stakeholder Engagement & Marketing Alignment

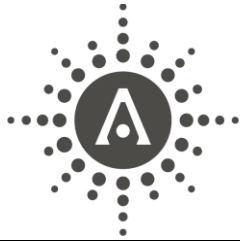
- Collaborate with the marketing department to ensure effective promotion of AOI programs and initiatives.
- Engage with key stakeholders, including parents, corporate partners, and educational institutions, to enhance AOI's market position.
- Represent AOI in industry events and networking opportunities to foster business growth.

Leadership & Strategic Planning

- Contribute to AOI's strategic direction by aligning business development goals with institutional priorities.
- Lead a team responsible for business development activities, providing mentorship and guidance.
- Monitor industry trends and competitor activities to keep AOI ahead in the market.

Other Responsibilities

- Support cross-functional projects and initiatives as required by the CEO, CFO and COO.



ARTHIT OURAIRAT INSTITUTION

- Assist with high-level institutional initiatives that align with AOI's growth and sustainability objectives.

Required Qualifications & Experience:

- A Masters degree in Business Administration, Marketing, Finance, or a related field (Master's degree preferred).
- Minimum of 5+ years of leadership experience in educational business development, revenue management, or strategic planning.
- Strong track record in identifying and managing profitable business ventures.
- Experience in overseeing large-scale programs, partnerships, and financial operations.
- Proven ability to lead teams, manage contracts, and work across multiple business functions.

Skills & Competencies:

- Strong leadership and strategic planning skills.
- Exceptional communication and stakeholder engagement abilities.
- Ability to work in a fast-paced environment and manage multiple projects simultaneously.
- Commitment to excellence and innovation in revenue-generating initiatives.
