



JOB DESCRIPTION (JD)

DEPARTMENT	CORPORATE MARKETING & STUDENT RECRUITMENT
POSITION	SENIOR EXECUTIVE/EXECUTIVE
REPORTING TO	HEAD OF CORPORATE MARKETING & STUDENT RECRUITMENT

JOB DESCRIPTION :

The Senior Executive/Executive performs a variety of marketing and business development duties including coordinating and implementing various marketing activities and strategies to contribute to significant engagement with stakeholders and customers and effective day-to-day running of the department.

JOB RESPONSIBILITIES:

1. Responsible for identifying and developing key recruitment opportunities across local and international market.
2. Research and develop High School and University partnerships across local and international market.
3. Recruit and manage Student Recruitment Agents across local and international market.
4. Participate in recruitment activities i.e University events, student recruitment fairs/exhibitions, career events, school visits and others.
5. Plan and execute education events and activities inclusive of corporate and college-wide events, education fairs, open days etc.
6. Build agent database and nurture relationships to ensure deliverables from the agent.
7. Conduct product training to agents and front-liners.
8. Assist in planning of digital marketing and social media campaigns.
9. Understand market trends and proactively identify challenges and opportunities that may aid marketing efforts.
10. Assist in market data collection and analysis.
11. Provide weekly/monthly reports as requested by Head of Department.
12. Promote highest levels of customer service.
13. Work in achieving Key Performance Indicators (KPIs) assigned by Head of Department
14. Discharge any other duties, responsibilities and assignments for the benefit of RUMC from time to time not specifically mentioned here as directed by the Management

Note :

This position requires travelling in domestic and international markets and working at extended hours and any weekend during recruitment period.

JOB REQUIREMENTS

- Candidate must possess at least Bachelor's Degree/Post Graduate Diploma/Professional Degree in Marketing/Communications/Business Studies, or equivalent.
- Minimum 5 years of working experience in related field.
- Knowledge and experience in the education industry would be an advantage.
- Mature with excellent spoken and written English and Malay. Additional spoken language would be an advantage.
- Good working knowledge of Microsoft Office application.
- Excellent presentation, communication and interpersonal skills.
- Confident, proactive, sales driven and result-oriented,
- Excellent customer service skills with enthusiastic approach.

- Strong organizational skills and demonstrated ability to meet deadlines and targets.
- Ability to work in a high pressure environment.
- Willing to travel and work extended hours when required.