

**JOB DESCRIPTION (JD)**

DEPARTMENT	CORPORATE MARKETING & STUDENT RECRUITMENT
POSITION	BUSINESS DEVELOPMENT EXECUTIVE
REPORTING TO	HEAD OF CORPORATE MARKETING & STUDENT RECRUITMENT

POSITION SUMMARY:

A business development executive is responsible for researching and pursuing new school and agent partnerships for RUMC. The role involves active coordination across teams and demands exceptional interpersonal skills. The executive is expected to work on new business relationship and further develop current school and agent relationships.

DUTIES AND 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 University events, student recruitment fairs/exhibitions, career events, school visits and others.
5. Build agent database and nurture relationships to ensure deliverables from the agent.
6. Conduct product training to agents and front-liners.
7. To understand market trends and proactively identify challenges and opportunities that may aid recruitment efforts.
8. To assist in market data collection and analysis.
9. To provide weekly/monthly reports as requested by Head of Department.
10. To promote highest levels of customer service.
11. To work in achieving Key Performance Indicators (KPIs) assigned by Head of Department.

NOTE:

Work schedule may extend beyond regular office hours of 9 am to 5 pm Monday to Friday, including some Saturdays, as needed.



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JOB REQUIREMENTS

- Candidate must possess at least Bachelor's Degree/Post Graduate Diploma/Professional Degree in Marketing/Communications/Business Studies, or equivalent.
- 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.