



JOB DESCRIPTION (JD)

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

POSITION SUMMARY:

Marketing & Communication Executive is responsible to support marketing team in all marketing efforts for the assigned channels as well as executing marketing strategy that is in line with the University's brand strategy.

DUTIES AND RESPONSIBILITIES:

1. Develop and Manage Digital Marketing campaigns across RUMC by working closely with assigned Digital Marketing agency. Support performance analytical work and contribute ideas to improve results.
2. Manage relationship with creative & media agencies, internal stakeholders and third party suppliers in accordance with organizational policy and procedures.
3. Prompt & effective execution of online and offline marketing (eg social media) campaigns with strong drive for results.
4. Responsible to develop and produce all marketing collateral, including brochures, letters, emails and websites.
5. Spearhead various online and offline marketing and communication campaigns such as the corporate video, University corporate profile and alumni stories.
6. Work in conjunction with the team and leadership to integrate the results of analysis and planning into the University's overall communication plan.
7. Develop image and reputation of RUMC brand across all internal & external audiences and making sure that implementation of the RUMC brand is consistent
8. Assist with daily office operations including answering phones, responding to email, greeting and providing counsel to prospective students, families and guests to meet our student services goals.
9. Provide weekly/monthly reports as requested by Head of Department.
10. Promote highest levels of professional conduct at all times.
11. Work in achieving Key Performance Indicators (KPIs) assigned by Head of Department.
12. 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.



JOB DESCRIPTION (JD)

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

NOTE:

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

JOB REQUIREMENTS

- Candidate must possess at least Bachelor's Degree/Post Graduate Diploma/Professional Degree in Marketing/Communications/Business Studies, or equivalent.
- Preferably with 1 - 3 years of experience in handling advertising and promotions with knowledge and comprehension of brand management.
- 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.