



## JOB DESCRIPTION (JD)

<b>DEPARTMENT</b>	<b>CORPORATE MARKETING &amp; STUDENT RECRUITMENT</b>
<b>POSITION</b>	<b>PR &amp; COMMUNICATIONS SPECIALIST</b>
<b>REPORTING TO</b>	<b>HEAD OF CORPORATE MARKETING &amp; STUDENT RECRUITMENT</b>

### POSITION SUMMARY:

Public relations specialists build and maintain a positive public image for RCSI & UCD Malaysia Campus. They create media, from press releases to social media messages, that shape public opinion of the University and increase awareness of the University's brand.

### DUTIES AND RESPONSIBILITIES:

1. Plan and execute effective PR events, ensuring maximum media coverage and exposure.
2. Write high-engagement contents in various marketing channel that reflects our brand's voice.
3. Develop and manage a variety of contents for marketing materials.
4. To cultivate and sustain good relationship with the press.
5. Drafting speeches, announcements, press invites to increase publicity for the University
6. Identify media trend from time to time and track related articles and write ups in various online channels.
7. Interpret creative direction and adapt points from creative briefs into persuasive copy concepts.
8. Simultaneously manage multiple projects with short deadlines.
9. To update the Management on all competitors' advertising and PR activities.
10. Create a well-informed workforce environment through the use of various communications media. This will include e-mail announcements to all employees, bulletin board news, newsletters or new flyers, and other creative methods.
11. To assist in education fairs, promotional and other events.
12. To carry out any ad hoc duties and responsibilities as assigned by the Company.
13. 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.
14. Provide weekly/monthly reports as requested by Head of Department.
15. Promote highest levels of professional conduct at all times.
16. Work in achieving Key Performance Indicators (KPIs) assigned by Head of Department.
17. 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.



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<b>NOTE:</b> Work schedule may extend beyond regular office hours of 9 am to 5 pm Monday to Friday, including some Saturdays, as needed.	
<b>JOB REQUIREMENTS</b>  <b>Experience &amp; Skills:</b>  Degree or Diploma in Mass Communications, Marketing or Public Relations. Minimum 3 years of work experience. Knowledge and experience of the education industry would be an advantage. Required language(s): English and Bahasa Malaysia. Good knowledge of Microsoft Office application. Result oriented.  <b>Attributes:</b>  Excellent writing and communication skills, enthusiastic approach, driven. Strong organisational skills and demonstrated ability to meet tight deadlines Ability to work in a high pressure environment. Willingness to travel. Excellent presentation, communication and interpersonal skills.	