



JOB DESCRIPTION (JD)

DEPARTMENT	CORPORATE MARKETING & RECRUITMENT
POSITION	HEAD OF CORPORATE MARKETING & STUDENT RECRUITMENT
REPORTING TO	PRESIDENT & CEO

POSITION SUMMARY:

The Head of Corporate Marketing & Student Recruitment performs a variety of high-level administrative duties by contributing to strategic corporate marketing planning and implementation, advising senior management on marketing and recruitment matters, and leading the marketing and recruitment team in all marketing areas.

DUTIES AND RESPONSIBILITIES:

The role is a part of RUMC's Executive Management Group and will involve significant engagement in the management of the institution by ensuring that the profile of the institution as a high-quality provider of international medical and health care education and research is maintained and enhanced.

Job responsibilities:

1. STUDENT RECRUITMENT

- i. Plan and manage the overall marketing and recruitment strategies for current and future RUMC programmes inclusive of undergraduate and postgraduate programmes for the domestic and international markets.
- ii. Increase awareness of RUMC programmes and build positive relationships with internal and external stakeholders including but not limited to guidance counsellors/officers of schools and colleges and education agents.
- iii. Develop and implement an effective marketing plan with the objective of achieving the annual student recruitment target.
- iv. Analyse the effectiveness of marketing and recruitment activities.
- v. Conduct market research of new markets and products.
- vi. Work with external agencies and companies to enhance the marketing reach and efficiencies of marketing and recruitment activities.
- vii. Plan and manage education events and activities inclusive of corporate and college-wide events, education fairs, trade visits, open days etc. Build agent database and nurture relationships to ensure deliverables from the agents.
- viii. Coach and conduct product training to agents and front-liners.

2. MARKETING COMMUNICATIONS

- i. Plan, develop and evaluate marketing communication and branding strategies which include but are not limited to advertising; above the line and below the line marketing; digital and social media; corporate communications, public relations, issues management, and other marketing initiatives of RUMC.
- ii. Lead and drive both print and digital campaigns to generate student leads.
- iii. Develop and ensure the effectiveness of sales and marketing materials and collaterals.
- iv. Undertake pro-active approach in updating the communication media e.g. Facebook, Twitter, Instagram, RUMC website, etc, to ensure engaging, consistent and up-to-date information is available for target markets.

3. PR & CORPORATE COMMUNICATIONS

- i. Develop an effective Public Relations strategy with clear communication plans for internal and external audiences.



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- ii. Shape the profile and reputation of the University across all elements of the media, including the University’s website, print, broadcast, online and social media.
- iii. Develop effective relationships with external stakeholders, particularly in media outlets, to ensure the visibility of the RUMC brand and messaging.
- iv. Ensure cross-campus adherence to the corporate brand guidelines.
- 4. Plan and manage a marketing budget and ensure compliance with company financial procedures.
- 5. Contribute to the decision-making and development of strategic planning and policies at the Senior Management level as part of the Executive Management Group of RUMC.
- 6. Lead and manage the marketing and recruitment team including supervision and delegation of duties, leave management and training and skills development; and be accountable for the subordinates’ work performance.
- 7. Represent the Company in meetings, negotiations, conventions, seminars and forums as and when required.
- 8. Discharge any other duties, responsibilities and assignments for the benefit of RUMC from time to time not specifically mentioned here as directed by the Senior Management.

Note :

- 1. It is anticipated that some out-of-hours work is required for this role. It is anticipated that this job description will change over time in accordance with the needs of the role. The role holder will be consulted on any proposed amendments.

JOB REQUIREMENTS

- Degree/Master’s Degree in Marketing/Business or other relevant disciplines.
- Minimum of 8 years of relevant working experience in a senior marketing role with solid 5 years working experience in the Education sector is an added plus.
- Strong capability to lead a team.
- Excellent interpersonal and communication skills, both written and verbal.
- Proficient in Microsoft Office: Excel, Word, Outlook & PowerPoint as tools in preparing business proposals, analytics and reporting.
- Extended knowledge in CRM software i.e. HubSpot, Oracle, etc.
- KPI driven.
- Willing to travel and work extended hours when required.