
 <p>RCSI + UCD MALAYSIA CAMPUS (formerly Penang Medical College)</p>	<p>JOB DESCRIPTION (JD)</p>
<p>DEPARTMENT</p>	<p>CORPORATE MARKETING & STUDENT RECRUITMENT</p>
<p>POSITION</p>	<p>ASSISTANT MANAGER (Based in KL)</p>
<p>REPORTING TO</p>	<p>HEAD OF CORPORATE MARKETING & STUDENT RECRUITMENT</p>
<p>POSITION SUMMARY:</p> <p>The Assistant Manager performs a variety of marketing and business development duties including planning 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. The incumbent will play a supporting role in achieving the University’s recruitment objective.</p>	
<p>DUTIES AND RESPONSIBILITIES:</p> <ol style="list-style-type: none"> 1. Work closely with the Head of Department to develop and implement a comprehensive “Go to Market Strategy” in line with the University’s objective to achieve enrolment numbers. 2. Drive and manage CRM recruitment campaigns and work closely with a team of student recruitment specialists to achieve enrolment numbers. 3. Drive effective execution of online and offline marketing (eg social media) campaigns with strong drive for results. 4. Develop and manage digital marketing campaigns across RUMC and oversee performance analytical work and contribute ideas to improve results. 5. Understand market trends and proactively identify challenges and opportunities that may aid marketing efforts. Conduct market research and recruitment analysis as and when required. 6. Provide weekly/monthly enrolment and marketing reports as requested by Head of Department. 7. Work in achieving Key Performance Indicators (KPIs) assigned by Head of Department. 8. Supervise the immediate subordinates in the absence of the Head of Department including but not limited to delegation of duties and operation matters. 9. 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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<p><u>Note :</u> This position requires travelling in domestic and international markets and working at extended hours and any weekend during recruitment period.</p>	
<p>JOB REQUIREMENTS</p> <ul style="list-style-type: none"> • Candidate must possess at least Bachelor's Degree/Post Graduate Diploma/Professional Degree in Marketing/Communications/Business Studies, or equivalent. • Familiar with end to end operations of CRM systems such as salesforce or hubspot. • Excellent presentation, communication and interpersonal skills. • Confident, proactive, sales driven and result-oriented. • Minimum 5-6 years of working experience in product marketing and student recruitment. • Knowledge and experience in international student recruitment will be an added advantage. • Mature with excellent spoken and written English. Additional spoken language would be an advantage. • Good working knowledge of Microsoft Office application. • 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. <p>Recommended Salary: Varies depending on experience and profile.</p>	