



JOB DESCRIPTION (JD)

DEPARTMENT

CORPORATE MARKETING & STUDENT RECRUITMENT

POSITION

STUDENT RECRUITMENT AND MARKETING EXECUTIVE

REPORTING TO

HEAD OF CORPORATE MARKETING & STUDENT RECRUITMENT

POSITION SUMMARY:

Student Recruitment & Marketing Executive is responsible to achieve the enrolment KPI for the Undergraduate Medicine programme. The incumbent is also responsible to:

DUTIES AND RESPONSIBILITIES:

1. Responsible for achieving student recruitment target for the Undergraduate Medicine programme.
2. Serve, promote and represent the University by being the primary point of contact for prospective students, parents and school counsellors.
3. Determine strategies for effective outreach activities, develop and initiate events/ fairs/ exhibitions/school talks to accomplish enrolment goals of the University.
4. Participate in the development and execution of online and offline marketing efforts designed to create awareness and generate demand for RUMC programmes.
5. Plan and maintain the University's media schedule and manage relationship with respective advertising partners.
6. Provide weekly/monthly marketing and recruitment reports as requested by Head of Department.
7. Promote highest levels of professional conduct at all times.
8. Work in achieving Key Performance Indicators (KPIs) assigned by Head of Department.
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.

NOTE:

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

JOB REQUIREMENTS

- Candidate must possess at least Bachelor's Degree/Post Graduate Diploma/Professional Degree in Marketing/ Business Studies, or equivalent.
- Minimum 3 to 5 years of experience in student recruitment and marketing.
- Good command of English and Bahasa Malaysia. Additional language skills are highly preferred.
- 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.



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- 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.