

VACANCY NOTICE

POSITION	SALES EXECUTIVE (TVET)
LOCATION	KUALA LUMPUR / JOHOR
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB PURPOSE

The Sales Executive is required to assist in SKM sales, communication and general sales support activities. He/she is also required to assist with communications media and advertising materials to effectively represent the College products and services to customers.

AREAS OF RESPONSIBILITIES

Communication

- Provide support to the Manager/Head of Department to ensure effective development and
- implementation of public relation & promotional campaigns, sales strategies and plans to achieve the goals and objectives set.
- Provide support, when needed, to market and stage events and exhibitions as agreed with the Sales Department and in accordance with the events schedule.
- Assist in the development and implementation of sales campaigns, promotions and activities.
- Work effectively as a member of a team and proactively develop solutions to prioritise workload in consultation with the Manager/Head of Department.
- Serve as information contact for the College and maintain communication with staff on public
- information issues.
- Assist in providing promotional materials/literature including layout of informational materials
- such as brochures, newsletters (internal and external), prospectus, bulletins, flyers, pamphlets, posters, etc. either hardcopy or softcopy (digital).
- Ensure timely production of printed publications/materials for the enrolment of students and that sufficient and comprehensive promotional materials/literature are packed for road shows, school exhibitions, etc.
- Coordinate and organize all special events and create publicity and promotions for these events, including College Open Days, exhibitions and education fairs or virtual fairs that promoting SKM programmes.
- Assist in coordinating draft advertising texts and layout for presentation to Management for review and approval.
- Ensure that all materials given and/or sent out to prospective students and parents are accurate and up-to-date.
- Manage the advertising, public relations and promotional expenditure within the approved budget.
- Prepare Sales Communication reports as required by the Management.

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Advertising and Promotional Materials

- Ensure that proper stock of Prospectus & other counselling / mailing materials are kept and
- maintained and to advise on a print of materials if required.
- Upkeep the general outlook and display of promotional materials of the College such as prospectus, fees structure, application forms, information leaflets, etc at the main counselling area.
- Maintain an inventory of such items and keep record of items going in and out of the department.

Sales Activities

- Participate and represent the College in sales activities for road shows/school visits/exhibitions/workshops for schools for purpose of promoting the existing and new programmes / courses offered by the College and/or virtual fairs.
- Conduct SKM market surveys and research to gather materials of competitive companies in the education industry.

Admissions & Counselling

- Ensure that students have a comprehensive and accurate knowledge of the SKM programmes / courses through counselling to enable them to pursue their career choices through the programmes / courses offered by the College. Response time is within 24 hours.
- Facilitate the enrolment process when required through checking entry qualifications of students, ensuring application forms are completed and keying the initial data needed for enrolment into the College information system.

Students Enquiries & Database

- Ensure that all email and write-in enquiries from prospective students are attended through the provision of requested / relevant information.
- Ensure that all materials to be mailed out by the College is up-to-date.
- Provide input into the database of prospective students through data collected from email/ write-in enquiries, school visit, talks, workshops and leads generated digitally and to conduct a follow-up customer service when necessary.

Others

- Undertake any other duties that may be assigned from time to time.