

# VACANCY NOTICE

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<b>POSITION</b>	<b>MARKETING &amp; COMMUNICATIONS OFFICER</b>
<b>LOCATION</b>	<b>NUSAJAYA, JOHOR</b>
<b>INDUSTRY</b>	<b>EDUCATION</b>
<b>TYPE</b>	<b>FULL TIME</b>

## JOB SUMMARY

To be an effective and efficient member of the University Recruitment, Admissions and Marketing team. To deliver marketing and communications initiatives that raise the University's profile and visibility, and enable the Recruitment team to meet student recruitment targets, in order to improve the University positioning and standing within the global Higher Education sector. As necessary, also to provide assistance to colleagues in the support of internal or external events and student activities.

- Develop and manage social media and Google marketing portfolios, including organic and paid campaigns
- Manage the University's student's engagement and any other related engagement for marketing purposes
- Support the University's overall communications as assigned by your line manager. In doing so, liaise and gather the information from the relevant stakeholders, including supporting the team in public relations and communications tasks
- Provide support to the Recruitment, Admissions and Marketing team in various events and projects.
- Manage the University website as assigned by the line manager and the UK landing page, ensuring consistencies.
- Update and maintain relevant education portals.

## JOB REQUIREMENTS

- Degree in Marketing, Communications, Art or related.
- High levels of proficiency in English with experience in writing press releases and copywriting for social media and advertisements.
- IT literate, including competent use of Microsoft Office, Word, Powerpoint, and Excel
- Experience in using CRM and email blast software.
- Willingness to work unusual hours, occasional weekends for either open days or recruitment events and travel