

VACANCY NOTICE

POSITION	MARKETING MANAGER
LOCATION	SUBANG JAYA, SELANGOR
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB SUMMARY

The successful candidate must have a good understanding of the catchment areas in Klang Valley and will be responsible for developing marketing strategies and ensuring the Schools have sufficient leads (of sufficient quality) to meet enrolment targets. The role will drive content creation and lead generation across offline and online channels to develop and implement strategies to ensure that both schools' student recruitment targets are supported with a view of maximizing the number of deals/enquiries, qualified leads, and booked appointments as well as improving conversion rates, CPL and CPA for the schools.

- Works closely with the Head of Parent Services and Admissions Manager to ensure that overall marketing strategies are aligned with annual budgets and objectives for the respective schools.
- Develop local catchment area data, analysis, and insights (from internal and external data sources).
- Develop localized marketing strategies and tactical plans to address market demands and needs
- Provide an up-to-date content calendar for both schools to consistently push out school narratives, stories, and successes across the year, working closely with the line manager and the regional team.
- Produce content across various media to support the school initiative while working closely with the SLT to ensure content is in line with our school narratives and learning (which includes but not limited to videos and simple graphic designing etc.).
- Ensure respective school websites and channels of communication in both schools have up to date information and dynamic and relevant content.
- Utilize all relevant channels of communication and platforms to support school-initiated events, webinars, and activations to current parents with the aim of improving customer loyalty.
- Work with the Head of Parent Services and Admissions Manager to maintain relevant relationships with stakeholders and other organizations by providing marketing and student recruitment support as required.

JOB REQUIREMENTS

- Possess relevant bachelor's degree in Marketing or Business Administration or its equivalent
- Minimum five (5) years' experience in similar role preferably from an education sector
- Three years or more experience in copywriting preferred
- Computer literate with good interpersonal communication skills

VACANCY NOTICE

- Fluency in written and spoken English and Bahasa Malaysia
- Proven experience in identifying target audiences and in creatively devising and leading marketing campaigns that engage, educate, and motivate
- Knowledge in digital platforms – Facebook Business Manager, Sway & Google Analytics;
- Extensive knowledge of marketing strategies, channels, and branding
- Able to use Adobe Creative Cloud
- Proficiency in electronic marketing automation software such as HubSpot Marketing is an advantage
- High level of numeracy and literacy skills
- Excellent time management and the ability to work to strict deadlines
- Prior experience in the Education industry is an advantage