



JOB DESCRIPTION

POSITION : Marketing Manager / Assistant Manager

Job Descriptions:

- Responsible for the overall short and medium term strategic direction and development of the College.
- To carry out the day-to-day operations of the College in accordance with the objectives laid down in the College mission, vision, policies, manuals of operations, circulars and other directions that may be issued from time to time by the college.
- Responsible for monitoring the College, Marketing Department budgets and work plans, to ensure that expenditures, activities and deliverables are within project scope, budget and timeline.
- Oversee the regular updating of information on College needs in relevance to the College teaching and learning functions.
- Plan and implement marketing strategies for the College marketing team to ensure the enrolment targets are met.
- Monitor the overall leads management efficiencies and effectiveness, costs of leads generation and conversion.
- Build and maintain a network of relations with recruitment agents, officials in the state governments, donor organizations, and other local institutions.
- Represent in meetings with the Management.

Requirements:

- Graduate in business, marketing, or equivalent in private education with 8 to 10 years related working experience in a managerial position.
- Experience must include strategic planning, marketing management and in CRM system preferred.
- Well verse in digital platforms for marketing would be an added advantage ie. Facebook, Google, YouTube, Instagram and etc
- Strong communicator with excellent written, presentation, oral communications, analytical and interpersonal skills.
- Able to think creatively and strategically, has excellent judgment and be able to work independently.
- Possess strong leadership skills, a team builder and able to motivate and influence others.
- Good command of spoken and written English and Bahasa Malaysia.
- Computer literate especially in MS Office.
- Applicants should be Malaysian citizens or permanent residence status.