

# VACANCY NOTICE

<b>POSITION</b>	<b>Head, Sales &amp; Marketing</b>
<b>LOCATION</b>	Petaling Jaya, Selangor
<b>INDUSTRY</b>	Education

## JOB PURPOSE

The Head, Sales & Marketing is responsible for market segments and products/courses specified from time to time, subject to change at the discretion of University College (UC). He/she is required to meet sales and marketing budgets as set by the UC. The Head, Sales & Marketing is also responsible to implement, monitor and evaluate marketing communication strategy, including advertising, promotions and public relations to support the marketing objectives and maximise the positive exposure in local and international markets.

The Head, Sales & Marketing provides leadership to the sales team and is responsible for the overall productivity and effectiveness of the sales team. He/she is also responsible to build and maintain business relationships with a network of key contacts to generate leads to increase sales volume.

## JOB SUMMARY

### SALES

- Define and communicate business KPIs and sales targets, lead and oversee the activities of the sales team.
- Evaluate the progress and performance of the sales team on a monthly basis; track the impact of promotional activities and advise on ways to improve their sales performance.
- Assign sales territories, set sales targets and establish sales force training programmes focus on developing and reinforcing critical sales competencies for the sales team.
- Maintain contact with sales agents, analyse statistics generated from the sales team to determine sales potential and customise sales pitches effectively.
- Build networks and foster business relationships with key contacts to identify prospects to increase sales volume.
- Facilitate successful implementation of new programmes by ensuring a well-defined efficient sales process is in place for launch.
- Works closely with the Heads of Faculties on product development and product offerings and to identify new markets to grow revenue.
- Create and maintain excellent working relationships with internal and external stakeholders to drive sustainable growth and ensure efficient sales operations and success.
- Manage and develop a sales team to ensure they are adequately skilled and motivated to deliver results.
- Review and make recommendations for the optimal deployment of sales staff to maximise sales productivity.

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## **MARKETING**

- Develop and execute various innovative marketing and branding strategies for new and existing programmes.
- Develop and implement marketing and communication strategies to generate sufficient students' enquiries to enable enrolments to meet targets.
- Develop market, schools, community and other educational linkages and collaborations to build strong student feeder channels for the University College's enrolment.
- Build brand recognition, acceptance and experience for the University College's markets.
- Develop and implement marketing plans, including promotional calendars and activities, new programmes introduction and other marketing projects.
- Conduct market research studies, review changes to the market trends and activities of competitors and adjust the marketing plan, if necessary.
- Implement and measure the success of a comprehensive marketing, communications and public relations programme that will enhance the image and position of the University College within the market place.

## **OTHERS**

- Recruit, develop and train sales & marketing staff.
- Design, implement and manage marketing and sales budgets efficiently.
- Undertake other relevant projects and job responsibilities to be decided upon from time to time and any other duties assigned by the University College