

# VACANCY NOTICE

REF: J16112022

<b>POSITION</b>	<b>HEAD OF RECRUITMENT, ADMISSION &amp; MARKETING</b>
<b>LOCATION</b>	<b>ISKANDAR PUTERI, JOHOR, MALAYSIA</b>
<b>INDUSTRY</b>	<b>EDUCATION</b>
<b>TYPE</b>	<b>FULL TIME</b>

## JOB SUMMARY

- Lead the team to achieve the domestic and international student recruitment targets, which includes the development and implementation of an effective recruitment and marketing plan.
- Ensure timely processing of all applications to the University. In doing so, ensure University entry requirements are met and accuracy in all admissions related advice, documents and correspondence, maintaining an excellent customer focused experience at all times.
- Develop and implement an effective marketing and communications plan to ensure student recruitment targets are met as well as to enhance the positioning and standing of the University as per its Strategic Plan.
- Identify and develop beneficial engagement with key partners which include prospective students, recruitment agencies, alumni, sponsorship bodies, schools, governmental agencies, professional bodies, at both national and international levels.
- Lead market studies to identify current and future demands in higher education and develop appropriate proposals for the Senior Management team.
- Provide effective solutions to challenges faced by the market and implement these solutions appropriately.

## JOB REQUIREMENTS

- Masters level, MBA or equivalent qualification from a QS top 200 University.
- Minimum 15 years' experience in local and international recruitment role.
- Familiarity with the UK and Malaysia Higher Education sectors, and transnational education models.
- Significant experience and understanding of leading a student recruitment, admissions and marketing function in its entirety.
- Proven and demonstrable experience of delivering on student recruitment targets for a leading UK HE provider.
- Ability to work flexibly to manage a variety of areas within this role and ability to work outside office hours as and when required.
- Ability to adapt to the changing needs of the institution as it goes through an expansion.

## APPLICATION SUBMISSION

The application must include the following documents (all in ONE SINGLE PDF).

- Cover Letter – please address how you meet the Job Responsibilities and Requirements.
- An up-to-date CV.
- Application without the required documents (cover letter and CV (all in ONE SINGLE PDF) may not be considered.