

VACANCY NOTICE

POSITION	ASSISTANT SALES MANAGER (TVET)
LOCATION	KUALA LUMPUR / JOHOR
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB PURPOSE

- Ensure effective management of the Sale and Marketing Department (SKM/ TVET)
- Strategic management by scanning the environment, analyze market trend for SKM/ TVET Marketing & Admissions, Enrolment
- Achieve set target in student enrolment
- Ensure strong relations, good motivation and the provision of quality services
- To provide information for the purpose of enrolment to enquiring students and their parents on the programmes / courses offered by the College
- To be responsible for the various marketing activities to promote programmes / courses offered by the College through market intelligence planning and implementing efficient and effective marketing strategies.
- Oversee budget, monitor department progress toward budget and resource allocation goals

AREAS OF RESPONSIBILITIES

Roadshows / School Visits / Exhibitions / Workshops

- Plan, coordinate and implement annual roadshows / school visits / workshops for the purpose of promoting the College's programmes / courses in SKM
- Initiate and maintain good working relationships with schools, through good public relations with schools
- Represent the College in marketing activities, roadshows, exhibitions and counselling sessions
- Assist in the coordination of request for advertisements by schools within the allocated budget
- Initiate, plan and implement promotional activities by the College as marketing strategies to penetrate new markets (schools) for SKM/TVET programmes
- Ensure sufficient and comprehensive literature is prepared and packed for roadshows, school exhibitions or any marketing activities.
- Plan and conduct talks on programmes / courses offered by the College to prospective students when necessary
- Organise and coordinate visits by schools to the College
- Planning for Open Days
- Assist in coordinating draft advertising texts and layout for presentation to Management for review and approval.
- Ensure that all materials given and/or sent out to prospective students and parents are accurate and up-to-date.

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- Manage the advertising, public relations and promotional expenditure within the approved budget.
 - Prepare Sales Communication reports as required by the Management.

Marketing Activities in Schools

- Plan, coordinate and implement activities / workshops in campus for students and teachers in secondary schools
- Liaise with the other programmes and departments of the College on resources needed for the above activities e.g. human resources, literature, etc

Admissions Counseling

- Ensure that students have a comprehensive and accurate knowledge of the programmes / courses through counseling to enable them to pursue their career choices through the programmes / courses offered by the College
- Facilitate the enrolment process when required through checking entry qualifications of students, ensuring application forms are completed and keying the initial data needed for enrolment into the College information system

Annual Budgeting & Planning

- Assist in the preparation of the department's budget through monitoring and recording of expenses of the following activities and then project budget needed for the following year for the said activities
 - marketing activities
 - purchase of promotional and souvenir items
 - enrolment pack

Students Enquiries & Database

- Ensure that all e-mail and write-in enquiries from prospective students are attended through the provision of requested/relevant information
- Ensure that all materials to be mailed out by the College is up-to-date
- Obtain the latest update on programmes / courses offered by the College from the programme offices when necessary
- Provide input into the database of prospective students through data collected from email / write in enquiries or data collected during school visits, talks and workshops and conduct follow up customer service when necessary

Maintenance & Stock Inventory

1. *Prospectus & Other Counseling / Mailing Materials*
- Ensure that proper stock of prospectus is kept and maintained and to advise Marketing Department on a reprint of materials if required
 - Ensure that all obsolete promotional activities are not used in the College and to remove such materials when needed
 - Upkeep the general outlook and display of promotional materials of the College such as prospectus, fees structure, application forms, information leaflets, etc. at the main counselling area

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2. *Promotional & Souvenir Items*

- Source (as and when needed) and recommend promotional and souvenir items for the College to be used as part of sales (e.g. pen, posters, book marks, calendars, banners, etc)
- Maintain an inventory of such items and keep record of items going in and out of the department

3. *Enrolment Pack (includes all items in the enrolment pack)*

- Ensure sufficient stock of all items in the enrolment pack handed out to enrolled students
- Liaise with the programme offices concerned on items/documents/letters which the programme offices may want to include into the enrolment pack for their enrolled students

Others

- Undertake any other duties that may be assigned from time to time.