

# VACANCY NOTICE

REF: C20012025

<b>POSITION</b>	<b>MARKETING MANAGER</b>
<b>LOCATION</b>	<b>SILIBIN, IPOH</b>
<b>INDUSTRY</b>	<b>EDUCATION</b>
<b>TYPE</b>	<b>FULL TIME</b>

## JOB SUMMARY

The Marketing Manager will lead the marketing and admissions department, ensuring alignment with the school's enrolment objectives. He/she will set up and develop afresh and exciting admission experience for all new students both local and international students.

### Key Duties & Responsibilities

- Developing and executing marketing strategies to enhance brand awareness and increase student admissions.
- Managing digital and traditional marketing campaigns, including social media, website content, and promotional materials.
- Overseeing the admissions process, handling inquiries, and converting leads into confirmed enrollments.
- Monitoring and reporting on enrolment pipelines, conversion rates, and marketing ROI.
- Organizing and promoting Open Days and other school events.
- Arrange visit to churches, including other denomination churches, as well as para-church organizations in specific locations of the schools, to promote by speaking about the distinctiveness of quality private education with a faith-based school.
- Oversee the admission procedures for international students including obtaining the necessary immigration documents and guiding the applicant through the process.

## JOB REQUIREMENTS

- Possess minimum Degree in Marketing / Graphic Design / Counselling / Social Science / Psychology / Business or related discipline
- Extensive experience in marketing and admissions in an educational institute with a proven ability to drive student enrolment in a competitive environment
- Ability to analyse and interpret the needs of parents and students and offer appropriate solutions
- Strong interpersonal and communication skills with ability to communicate comfortably with parents and students in a courteous and professional manner
- Possess good planning, organizing, coordinating, presentation and time management skills
- Good written and verbal communication skills in English.
- Proficiency in Mandarin is an added advantage
- Social media savvy especially on Facebook and Instagram. Understand social media trends and developments
- Familiar with web analytic tools, market research techniques, and knowledge of SEO and google analytic will be an added advantage
- Knowledge of Adobe suite and Content Management System (Word Press)