

VACANCY NOTICE

REF: C16012024

POSITION	DIRECTOR FUTURE STUDENTS
LOCATION	KUCHING, SARAWAK
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB SUMMARY

Position Purpose

This strategic leadership position is to lead the University's student recruitment function. The Director is responsible for leading the Future Students unit, formerly known as the Marketing and Student Recruitment Unit, mainly in student recruitment, including marketing, branding and outreach, but not limited to.

The Director will develop and provide leadership for implementing the University's strategic student recruitment and marketing plans to engage with future students and create demand for the University's suite of education programs. The Director is pivotal in meeting the Key Performance Indicators (KPIs) for student numbers and revenue generation objectives.

The Director will oversee an operating model and resource allocation that facilitates the end-to-end pipeline of potential students from lead management and outreach to commencement that encompasses domestic and international student recruitment.

The Director must maintain effective professional relationships with external and internal stakeholders, working collaboratively across functions to achieve set objectives and KPIs. The Director is to lead, motivate and inspire staff through clear vision, communication and personal influence to present the University to its internal and external stakeholders.

The Director will direct and coordinate the priorities of internal stakeholders to present the University's domestic and international student recruitment operations as a cohesive and market-leading operation. The Director also requires strong teamwork skills and the ability to promote a cooperative culture amongst colleagues, including Academic staff, across the full range of academic disciplines.

The Director will work closely with the Director, Business Development and Liaison to implement the University's brand strategy and raise awareness. The Director will provide leadership in all aspects of marketing outreach and communications externally within Malaysia and internationally and in connecting the University to its future domestic and international students and stakeholders. The Director also provides existing market and customer insights for further business development, competitive analysis and other corporate communications.

The Director will also work closely with the Registrar to ensure that the student acquisition activities are effective and efficient in progressing interest through to admission and enrolment at every stage of the prospective future student journey. Data analysis and data-driven decision-making are used to identify the growth opportunities of student intakes for both domestic and international student recruitment, and a full range of education programs are offered in both campuses.

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Through membership of critical University committees and by less formal processes as appropriate, the Director will work closely with other senior management members. As a senior member of the University, the Director is also expected to contribute to the effective running of the University more broadly by active involvement in other activities and participation in relevant committees, including the Executive Group.

Key Responsibility Areas

1) Student Recruitment and Marketing Strategies

- Develop and maintain integrated student recruitment and marketing strategies, including digital marketing plans aligned with business objectives and brand expectations and relevant to the continuous evolution of the business, together with the Business Development and Liaison Unit.
- Ensure key brand and product propositions are appropriately communicated to both Future Students (Student Recruitment) and the Business Development and Liaison (Communication) teams to enable key messages to be accurately presented to the market.
- Maintain effective links to ensure coordinated marketing and branding of the University's programs and to ensure University-wide policies in areas such as agent recruitment, performance monitoring and re-appointment are adhered to at the University.
- Lead and oversee the network of recruitment agents both within Malaysia and internationally; ensure agents are well informed about programs and developments at the University; and drive the development of external stakeholder relations as required, e.g. other universities, agents, schools, government agencies, etc.
- Lead the Future Students (Student Recruitment) team to ensure the effective development and implementation of rolling 12-month multi-channel student recruitment and marketing plans that are integrated with sales and outreach activity plans.
- Lead annual reviews of the University's products with post-mortem, SWOT, competitor analysis, customer insights, agreed product changes, pricing strategy, sales and marketing plans and delivery requirements.
- Provide customer and market intelligence while working collaboratively with the Director, Business Development and Liaison to support strategic initiatives in bringing the customer voice to new business development strategy.
- Conduct environmental scanning and recommend new and emerging product development opportunities.
- Contribute to effective student recruitment and marketing communication, coordination and collaboration across all internal customers (stakeholders).
- Lead and manage efficient internal systems and processes for education counselling functions in supporting student recruitment and admission.

2) Strategic Brand Management

- Implementation of the University's Masterbrand strategy and decentralised brand platform across the Sarawak campus, in close liaison with Business Development and Liaison unit and consistent with the Main Campus and its brand identity, to ensure all stakeholders are able to faithfully represent the University's brand in their communications and actions.
- Create and sustain clearly differentiated product and brand propositions that inform the University's messages to the market.
- Work with stakeholder groups across the institution to ensure that their business unit develops a clearly agreed messaging strategy and proposition which leverages the University's brand.
- Recommend improvements to brand position through product or positioning actions and collation of brand awareness metrics, including an annual brand awareness survey.
- Manage consistent branding identity to facilitate building awareness and maintaining a credible market image as an employer.

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3) Marketing Services and Communication

- Lead the Future Students (Student Recruitment) teams to develop and implement marketing communication strategies and tools aligned with branding.
- Lead the Future Students (Student Recruitment) to develop outreach marketing communication strategies to engage with future students and other external stakeholders.
- Coordinate with Business Development and Liaison Unit to implement marketing and branding initiatives through various outreach communication activities, including public relations, media management, print publications, advertising, event management, visual communication, web-based communications, e-marketing, owned and earned social media and other digital and media platforms.
- Lead strategic plans of marketing outreach events to leverage student recruitment outcomes and publicity campaigns best.

4) Financial

- Assist the University to achieve profitable growth that meets Return on Investment (ROI).
- Manage Future Students (Student Recruitment) budget expenditure against agreed limits.
- Ensure accurate, documented financial and management reporting requirements are met.

5) Leadership

- Create a working, learning and development culture that ensures the University has the organisational capacity to achieve its vision, campus plan and KPIs.
- Adapt to changing business conditions by identifying potential drivers of change and proactively managing priorities and activities.
- Keep abreast of legislative and other requirements of the relevant governments and relevant accreditation bodies relating to student recruitment and ensure compliance.
- Drive the development and monitoring of KPIs, policies, and procedures for the Unit, identify any gaps for continuous improvement and operational efficacy to contribute to the overall University strategies, and ensure consistency with University policies and procedures.
- Build capability and manage talent within the team to support growth and bench strength for the future.
- Set professional standards for staff and ensure staff development activities are deployed to properly develop the capacity of staff to carry out their roles competently.
- Fully align the individual performance plans for staff to support the realisation of the strategies and plans; and evaluate performance against targets accordingly.
- Build a productive working environment through constructive and timely feedback and by ensuring appropriate involvement, delegation and monitoring of staff.
- Implement Human Resources initiatives that support staff retention and engagement. Encourage a culture of coaching, professional development, self-improvement and self-reflection for continuous growth.

6) Occupational Health and Safety (OHS)

- Facilitate the establishment and promotion of OHSMS policy and objectives to enhance the effectiveness of OHSMS through directing the execution of OHSMS improvement plans as well as ensuring the implementation of safe work system and adequate provision of resources to fulfil OHS requirements and objectives.

7) Values and Culture

- Commit to the University's Values.
- Conduct work professionally while demonstrating the University's values at all times.
- Assist management in implementing the University culture and lead the team in embracing the University values.

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8) Customer Service

- Champion a culture of 'customer centricity' throughout the University.
- Collaborate with internal and external customers to better understand, anticipate and meet the current and future needs of the branch campus university and its students in accordance with organisational expectations.
- Implement high-quality processes that document, assess, improve and deliver favourable service performances.
- Be accessible for client enquiries and respond to clients in a timely manner.
- Ensure front counter personnel provide students and parents with a friendly, helpful, and responsive service.

9) Others

- Any other duties as and when required and directed by the PVC & CEO (Sarawak); or any other person as assigned by PVC & CEO (Sarawak), or by an authorised personnel

JOB REQUIREMENTS

- A postgraduate qualification relevant to the position or a Bachelor's degree in an area relevant to the duties from a recognised institution, with relevant student recruitment, branding, marketing and communications management experience.
- Membership of relevant recognised professional body is an added advantage.
- Demonstrated high level organisational planning and implementation skills, which demonstrate creativity and ability to achieve KPIs.
- Proven strategic, analytical, and conceptual skills with the ability to structure and convert strategies into compelling and achievable work programs.
- Demonstrated success in developing and implementing strategies related to growing student demand
- Highly developed commercial acumen
- A proven track record in implementing change and innovation across a complex organisation, including the ability to engage staff throughout the process.
- Proven success at solving complex business issues and problems through effective and timely decision making and judgement
- Proven interpersonal skills, communication skill and influencing skills, with demonstrated ability to develop effective working and foster collaborative relationships with a range of stakeholders and staff from different levels within the University.
- Proven ability to exercise initiative and high-level judgement and to work independently when meeting project objectives, that are consistent with the University's strategic direction and priorities.
- Proven track record in team management with ability to lead, coach and develop others and effectively build an effective team environment.
- Good self-knowledge in having the propensity to analyse successes and failures and determine areas for improvement.
- Ability to leverage digital marketing technologies such as Adobe Experience Cloud, and rich data sources, to deliver successful marketing activities informed by customer insight and behaviour.
- Direct knowledge or experience of the education industry or services businesses with acumen of market and customer insights
- Be well informed and knowledgeable about Malaysian, Australian and transnational education matters and issues associated with recruitment of students.
- Have a good understanding of the professional and ethical issues associated with national and international student recruitment and publicity.

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- Ability to negotiate agreements with institutions and recruitment agents nationally and internationally, with well-developed cross-cultural sensitivity
 - Ability to speak and write languages of major student recruitment countries - mainly English, Bahasa Melayu and Mandarin.