

VACANCY NOTICE

REF: C26022024

POSITION	HEAD STUDENT ENROLMENT (DOMESTIC)
LOCATION	MALACCA
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB SUMMARY

The Head, Student Enrolment (Domestic) will provide strategic planning and leadership in domestic student enrolment. He/She will be responsible for the development and successful implementation of a strategic development plan for domestic student enrolment.

He/She will be responsible to provide market and industry advice, guidance, support and regular briefings to the senior management team.

CRITICAL ACCOUNTABILITIES

- To manage the team who are responsible for recruiting new students
- To manage the institution's recruitment partners.
- To manage government agencies, state foundations and other sponsoring bodies.
- To drive leads from digital, recruitment partners, open day events, education fairs and school outreach activities.
- To direct and oversee institutional articulation agreements for credit transfer and partnership pathway.
- To develop best practice recruitment processes and accompanying follow-up and relationship management practices to ensure that all potential students are nurtured from enquiry through to registration.
- To manage arrangements for Open Days, Education Fairs, school activities and other visits by prospective parents, students and recruitment partners.
- To continuously review nurturing events with both schools and recruitment partners – offering suggestions for new ones and improvements to existing ones.
- Implement and manage a system of regular forecasting of student recruitment figures from different market segments.
- Maintain the database, ensuring that all information on the enquiry form and in subsequent interactions by phone, email or in person is captured and recorded to facilitate proactive student recruitment process.
- To track, manage, analyze and report on all elements of the student recruitment process including enquiries, visits, registrations, interviews and new student enrolment using NPF.
- Provide professional leadership, support and development to the team, in order to increase knowledge, share best practice and to ensure that relevant professional standards are met.
- Any other responsibilities entrusted by the management.

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JOB REQUIREMENTS

- Minimum of a degree in business management or any business-related field
- A minimum of 5 years' experience in the relevant field
- A minimum of 3 years' experience in a management and leadership role
- Excellent presentation and interpersonal skills.
- Excellent negotiation skills, proven track record of successfully pitching for new business.
- Proven track record of increasing revenue through generation of leads and student enrolment.
- Experience in partner networking
- Good communication (written & verbal) in both English and Bahasa
- Good managerial skills coupled with effective problem-solving skills, multi-task planning & execution skills.
- Ability to establish and maintain effective working relationships with all levels
- Demonstrate commitment to diversity, equity, and inclusion in an academic or professional setting.
- Ability to adapt to new situations and address problems from new perspectives.
- Ability to handle confidential information, exhibit good judgment, and exemplify appropriate customer service in working with all levels of the university staff, officials and parents.
- The ability to develop and nurture relationships across departments.