

# VACANCY NOTICE

REF: C17012025

<b>POSITION</b>	<b>MARKETING DIRECTOR</b>
<b>LOCATION</b>	<b>NILAI, NEGERI SEMBILAN</b>
<b>INDUSTRY</b>	<b>EDUCATION</b>
<b>TYPE</b>	<b>FULL TIME</b>

## JOB SUMMARY

- Responsible for overall sales and marketing strategy, assessing the strategic and financial viability of all strategic initiatives, building a business case and/or plan for each strategic initiative, establishment and monitoring of KPIs and implementation of key initiatives;
- Responsible for the overall leadership and management of the Marketing, Business Development and Corporate Communications activities of the University;
- Responsible for the recruitment of students to the University, and the sales, marketing, and branding of the products offered by the University. Develop and propose marketing, communications and business development strategies for the achievement of business goals and recruitment targets;
- Manage the respective teams in implementing the strategies and plans to achieve the business goals. This includes overseeing the planning, organisation and implementation of activities related to the above, such as marketing and promotional activities, advertisements, public relations, counselling, road shows, education fairs, institutional marketing, and similar activities;
- Responsible for supervising and monitoring of sales and marketing performance and rewards of teams and individuals; establish and implement appropriate systems for the same; and ensure the financial and operational integrity of such systems;
- Identify and analyze opportunities, identify and develop partnerships, alliances and synergies as well as explore the viability of new products and services, and manage industry, customer and stakeholder relationships;
- Any other duties from time to time, and/or which may be necessary for the effective performance of the responsibilities set out above as may be instructed by the Council / Vice-Chancellor.

## JOB REQUIREMENTS

- Candidate must possess at least a Bachelor's Degree, Post Graduate Diploma, Professional Degree or Master's Degree in Business Studies/ Administration /Management or equivalent.
- Extensive experience in Sales and Marketing role in the service industry. Experience in the education industry will be added advantage.
- Good interpersonal skills.
- Strong business acumen and budget management skills.
- Leading, motivating and managing staff.
- Resilience and resourcefulness to work effectively under pressure.