

# VACANCY NOTICE

REF: C06102022

<b>POSITION</b>	<b>ASSISTANT MANAGER, MARKETING &amp; COMMUNICATIONS</b>
<b>LOCATION</b>	<b>ULU TIRAM, JOHOR</b>
<b>INDUSTRY</b>	<b>EDUCATION INDUSTRY</b>
<b>TYPE</b>	<b>CONTRACT</b> <i>Note: ALL new joined employees are required to hold a contractual employment for the 1-2 years which eventually will be converted to permanent or extended contract based on employee performance.</i>

## JOB SUMMARY

- Work with Line Manager to develop effective branding strategies and assist in leading the team in the implementation of marketing action plans with the aim of generating leads and enrolments
- Analyse industry and market trends and develop strategic collaborations with like-minded partners
- Provide overall directions in digital marketing and social media presence, which includes formulating digital marketing strategy and action plans for various campaigns / initiatives, liaising with digital marketing agencies, monitoring contents and social media presence
- Proactively promote online and offline marketing events through effective channels for various customer segments and assist in the organisation of such events
- Oversee marketing communications of the School which include the production of online and offline marketing collateral and publicity media materials

## JOB REQUIREMENTS

- Degree in Communication/Marketing / Management or related
- At least 3-5 years of marketing and communications related work experience and knowledge (experience in digital marketing will be an advantage)
- Strong verbal and written communication skills in English
- Strong interpersonal and communication skills with ability to communicate effectively with all levels of stakeholders
- Ability to work in and lead teams with good time management