

# VACANCY NOTICE

REF: C17022025

<b>POSITION</b>	<b>MANAGER, DIGITAL MARKETING</b>
<b>LOCATION</b>	<b>BRICKFIELDS, KL</b>
<b>INDUSTRY</b>	<b>EDUCATION</b>
<b>TYPE</b>	<b>FULL TIME</b>

## JOB SUMMARY

The role holder is responsible for providing leadership to the marketing team and overseeing the marketing activities across the teams.

### Key Duties & Responsibilities:

- Oversees the marketing activities in the team.
- Supervises, develops and provides guidance to the marketing team.
- Manages operations to hit performance metrics for the marketing team.
- Collaborates with the other marketing teams (e.g. content, communications, etc.) to execute the marketing strategies and direction set out by the Director, Marketing and Country Director.
- Ensures marketing activities are tailored to the local market and aligned to the organization's overall brand.
- Plans and manages the marketing calendar for the team, and communicates the marketing activities to the team.
- Manages multiple marketing projects simultaneously and oversees the marketing campaigns and activities.
- Monitors the progress of marketing campaigns, events, advertisements, etc.
- Oversees the generation of leads from offline and online channels (e.g. paid media, events, organic word of mouth, etc.)
- Monitors the effectiveness of each channel and analyses the data to improve marketing and channel strategies.
- Responsible for lead generation and lead nurturing activities, and a seamless user journey/ experience for potential leads (e.g. clicking an advertisement will lead the user to the Admissions team for follow up, etc.)
- Coordinates market and customer research, and gathers marketing intelligence data.
- Stays abreast of best practices in the industry and competitors' activities.
- Works closely with the Admissions team for lead generation and nurturing.
- Maintain networks and relationships with internal and external partners at the working level to keep abreast of the current business climate and macroeconomic trends.
- Collaborates proactively with Human Resource to continuously increase competency within the marketing team to meet future organisations needs through the development and recruitment of talent.
- Assist the recruitment, selection, orientation, and training of employees in the marketing team.

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## JOB REQUIREMENTS

- Possess at least Bachelor's Degree in Marketing, Communications, Digital Media, or a related field.
- At least 5-10 years of experience in digital marketing.