

# VACANCY NOTICE

REF: C08102024

POSITION	MANAGER/ SENIOR MARKETING MANAGER
LOCATION	SUBANG JAYA, SELANGOR
INDUSTRY	EDUCATION
TYPE	FULL TIME

## JOB SUMMARY

The Senior Marketing Manager is a performance-driven, strategic -thinking leader who plays a pivotal role in championing the customer (ie. students) to steer strategy and performance across the Asian business. By spearheading the development, implementation and continuous refinement of customer-centric marketing strategies for our university partners' product portfolio and online brand, the SMM is responsible for driving commercial success, encompassing partner and business targets.

Key KPIs (success metrics) include:

1. **People:** Positive engagement score (relative to APAC benchmark and/or evidence of growth survey to-survey)
2. **Performance:** Achieving start and retention targets, funnel conversion rate targets and revenue targets for Asia partners. Overseeing outcome of lead acquisition, cost efficiency & conversions.
3. **Customer:** Positive uplift in customer leading indicator and funnel progression metrics (ie. perception/engagement metrics, contact rate) and evidence of contributing to positive partner engagement (ie. partner NPS, partner feedback)

## KEY ACCOUNTABILITIES

Key responsibilities include:

**Strategic planning & execution:** Co-create and optimise marketing strategies and GTM plans, in collaboration with all our APAC teams, and overseeing the end-to-end delivery, optimization, and reporting of initiatives aimed at enhancing customer and performance outcomes (including integrated marketing campaigns and supporting sales training). Seek and leverage all insights (customer, competitor, market and performance) to inform strategies, in collaboration with the relevant teams.

**Customer experience:** Ensure the marketing team is fully engaged and have visibility of the student journey for their partners. This means collaborating across functions to ensure the voice of the customer is at the centre of GTM strategy, prioritisation and the creative execution of campaigns. Stay obsessed about the customer, understand the competition and be able to design competitive value propositions.

**Performance obsessiveness:** Act as the accountable leader to continually monitor product and portfolio performance, actioning insights to meet relevant start and retention targets. Must champion

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unearthing actionable insights, sharing learnings and driving aligned recommendations to action to drive performance.

**Direction and prioritisation:** Setting strategic direction and prioritisation of marketing, PPC, SEO, creative and content specialists. Identifying, making trade-off decisions and recommending innovative marketing opportunities to test, learn and scale (i.e. new audiences, bold new creative, new channel diversification)

**Partnership marketing and strategic influence:** Demonstrate ability to actively influence, build trust and strengthen relationships with our partners through driving performance and bringing insights to the table that inspire strategic outcomes and partner engagement, advocacy, and change.

**Knowledge acquisition:** Deeply immerse yourself in our business strategy, understanding OKRs, product portfolios, and levers for optimising outcomes, and using this knowledge to guide resource allocation and investments for cross-functional alignment.

**People leadership:** Direct people leadership of a team of marketers, cultivating a culture of curiosity, innovation, performance-focus, and decision making. Set a compelling vision for the team, inspiring marketing team members to work towards common strategic goals. Nurture a test-and learn ethos for rapid iteration and scaling, drawing inspiration from external sources to fuel creative and CX excellence.

**Budget management:** Understand and manage portfolio marketing and operational budgets and making investment decisions to maximise ROI. Recommend marketing investment decisions and commercial trade-offs across the BU.

**Continuous improvement:** Facilitate the sharing of best practices and driving efficiency and effectiveness within team and across business units through ongoing marketing operational process improvement, campaign optimization, technology utilization and training.

The Senior Marketing Manager should embody the values of Collaboration, Commitment, Innovation, and Lifelong Learning, serving as a role model for others.

## JOB REQUIREMENTS

- More than 7 years marketing experience, including integrated marketing, digital performance marketing, and/or 1-1 marketing; and 3+ years experience in team leadership/management.
- Effective leadership: Proven ability to lead, coach and motivate high-performing teams.
- Strategic skills: Experience in developing and executing strategies and plans aligned with business goals, and demonstrated strategic thinking and the ability to develop this skill in staff.
- Influencing: Skilled in working with and influencing cross-functional teams and stakeholders.
- Budget management: Proficient in managing marketing budgets for optimal ROI.
- Commercial acumen: Ability to analyse data to inform commercial decision-making and recommendations.
- Relationship building: Experience in managing partner, agency and stakeholder relationships.
- Adaptability and innovation: Openness to change and embracing innovation for competitive advantage.
- Strong analytical skills and experience in using data for reporting, budgeting, forecasting and delivering insights to drive improvement and innovation

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- Hands-on experience with spreadsheets, analytics tools, SFMC, and data visualisation tools, eg PowerBI.

*The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, knowledge, skills, and abilities required of individuals so classified.*