

# VACANCY NOTICE

REF: C15012025

<b>POSITION</b>	<b>MANAGER, INTERNATIONAL RECRUITMENT</b>
<b>LOCATION</b>	<b>KUALA LUMPUR</b>
<b>INDUSTRY</b>	<b>EDUCATION</b>
<b>TYPE</b>	<b>FULL TIME</b>

## JOB SUMMARY

The Manager, International Recruitment is responsible for generating new student enrolments, according to targets, for the University programs via direct channels which include leads generated via walk-ins, phone-ins, e-mails, web-forms and leads acquired via digital marketing through search marketing, social media marketing, education aggregators and any other sources assigned by the supervisor.

While leading a team of International Recruitment colleagues, the Manager is expected to develop recruitment strategies, improve lead to enrolment conversion rates and deliver a high level of customer service that will ensure targets are met and within budget. This involves managing and monitoring the distribution channels that deliver these enrolments and ensuring compliance with the Unit and University policies and procedures and relevant legislations.

## STUDENT RECRUITMENT

- Generate student enrolment for the University programs in International Market against defined targets for all markets outside of Malaysia.
- Provide prospects with relevant and targeted advice regarding their study interests.
- Develop and implement annual recruitment plan, monitor and review performance against this plan regularly and take corrective action as required.
- Assist with representation at exhibitions, seminars and other promotional activities.
- Provide regular market feedback, including making recommendations on program offers and entry requirements.
- Research, assess and recommend recruitment opportunities according to channels assigned

## RELATIONSHIP MANAGEMENT

- Build and manage relationships with a diverse range of stakeholders including agents, education aggregator sites, sponsoring organisations, educational institutions and government agencies in respective recruitment markets.
- Liaise with Marketing unit or advertising agencies for the production of relevant communication tools for designated channels.
- Ensure that working relations with academic staff within the University are conducted appropriately and that their supervisors are aware of the involvement of their staff with recruitment activities.
- Ensure that other relevant staff members within the division are aware of the recruitment activities and contribute positively and actively to the development of recruitment policies and procedures.

## ADMISSION

- Ensure that applications, offers and acceptances are managed according to the University policies, procedures and service standards.

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- Liaise with relevant Admissions colleagues to ensure that applications are processed according to agreed protocols in relation to quality and turnaround times.
  - Contribute to the refinement of policy and procedural matters in relation to Admissions function for programs offered by the University

## **STAFF MANAGEMENT & DEVELOPMENT**

- Ensure the efficient operations of the Student Recruitment – International Recruitment team.
- Ensure that team workflows are managed, capacity is measured, and work is allocated accordingly.
- Devise work procedures and systems that enable a seamless interaction between recruitment and admissions functions.
- Ensure that performance plans are developed for staff, and progress is monitored

## **POLICIES & PROCEDURES**

- Contribute to policy development and strategic planning activities of the direct recruitment section as well as the Unit.
- Ensure that all recruitment and admissions activities comply with relevant policies and procedures.

## **FINANCIAL MANAGEMENT**

Be in consultation with the Director, to propose and manage the annual budget for direct marketing including:

- Cost allocation by area and by activity;
- Monitor of expenditure against budget on a quarterly basis;
- Major variance reporting;
- Review resource allocation as market conditions change and make recommendations to reallocate resources as necessary; and
- Control and manage stocks of promotional materials

## **JOB REQUIREMENTS**

- A Bachelor's Degree in an area relevant to the duties from a recognised institution Master's degree holder can be considered.
- At least five (5) years of relevant working experience in sales, business development, account management and/or partnership management, with two (2) years of experience in a leadership role or management experience
- Knowledge of the Malaysia education system and framework, and of government policy regulating higher education advertising and promotion will be an added advantage