

VACANCY NOTICE

REF: C05112024

POSITION	DIGITAL MARKETING MANAGER
LOCATION	PETALING JAYA, SELANGOR
INDUSTRY	EDUCATION
TYPE	CONTRACT <i>Note: ALL employees are under contractual employment which is renewable.</i>

JOB SUMMARY

The Digital Marketing Manager is responsible to produce engaging digital content across various channels. This role will also be responsible for planning, executing and analysing multi-channel marketing campaigns, creating compelling advertisements, podcasts and TikTok videos, and fostering relationships with in-house influencers to increase brand visibility and drive growth.

Key Responsibilities:

1. Digital Content Creation

- Develop and produce advertisements, podcasts and TikTok videos that resonate with the target audience and align with the brand voice.
- Manage the end-to-end process of content production, including ideation, scripting, shooting, editing and optimizing for each platform.
- Stay updated on trends across social media platforms, with a strong focus on TikTok, to produce timely and relevant content.

2. Campaign Planning & Management

- Design, implement and monitor digital marketing campaigns across various channels, including social media, search engines, email marketing and display advertising.
- Ensure consistency across all content and campaigns while optimising for each channel's specific needs and audience.
- Oversee campaigns designed to attract prospective students, which may include promoting open days, virtual tours, programme information sessions and scholarship opportunities.

3. Social Media & Influencer Development

- Develop in-house influencer programmes by identifying and nurturing key brand advocates within the University to amplify brand messaging.
- Build and manage relationships with external influencers and brand ambassadors to drive collaborative and authentic promotional content in emerging platforms like TikTok and podcast production to appeal to a younger, digitally-native audience.

4. Data Analytics & Reporting

- Track, analyze, and report on key metrics for campaigns and content to evaluate success, make data-driven decisions, and optimize performance.

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- Use data analytics to track campaign success, measure student engagement and report ROI, with platforms like Google Analytics and student information systems integrated into the reporting.

5. Team Collaboration

- Collaborate with cross-functional teams, including content creators, designers and sales teams, to align digital marketing strategies with enrolment targets.
- Lead and mentor junior team members to enhance their skills and align their efforts with campaign objectives.

6. Stakeholder Management

- Manage relationships with external partners, such as digital ad agencies, media companies, and, occasionally, influencers to expand brand reach among prospective students.

JOB REQUIREMENTS

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field.
- 3-5 years of experience in digital marketing, with a strong focus on hands-on content production (advertisements, podcasts, video content) and social media management.
- Proficiency in Adobe Creative Suite, Canva, or equivalent tools, as well as experience in video editing for social media (especially for youth-centred platforms like TikTok).
- Experience with social media management tools (e.g. Hootsuite, Buffer) and knowledge of creating engaging content for education-focused campaigns
- Familiarity with podcast production tools (e.g., Audacity, Anchor, or similar
- Knowledge of SEO, SEM, and digital analytics (Google Analytics, social media insights) and experience in marketing automation platforms (like HubSpot or Mailchimp).
- Creative flair for storytelling is essential, especially to showcase student experiences and campus life through digital content.
- Ability to develop creative, engaging, and on-brand digital content that appeals to a target audience.
- Proficiency in data analysis, with the ability to interpret key metrics and KPIs to inform content and campaign strategies
- Strong data analytics skills for tracking performance
- Strong problem-solving skills and an adaptable mindset to adjust tactics based on performance and new trends.
- Exceptional communication skills, both written and verbal.
- Strong organizational and project management skills with the ability to prioritize and handle multiple projects simultaneously.
- A proactive, collaborative approach with the ability to lead and work well with diverse teams across departments.