

# VACANCY NOTICE

REF: JB17042023

<b>POSITION</b>	<b>SALES EXECUTIVE</b>
<b>LOCATION</b>	<b>PETALING JAYA</b>
<b>INDUSTRY</b>	<b>EDUCATION</b>
<b>TYPE</b>	<b>FULL-TIME (CONTRACT)</b> <i>Note: ALL employees are required to hold a contractual employment which is renewed yearly based on employee performance.</i>

## JOB SUMMARY

The Sales Executive is responsible to implement the strategies, initiatives and activities to increase the student enrolment in programs offered by the Institution.

## KEY DUTIES & RESPONSIBILITIES

- Promote the programs offered by the Institution to potential students or clients in and from relevant target markets to grow the enrolment numbers of the Faculties and Schools.
- Develop and implement the marketing, admissions and conversion strategies to support the strategic objectives of the Faculties or Schools to increase students enrolment for the programmes offered.
- Develop, implement and manage marketing and advertising campaigns to generate applications and enrolment, convert enquirers and applicants for both undergraduate and postgraduate programmes.
- Plan, organise and participate in marketing communication activities, Open Days, student recruitment and conversion activities or events.
- Develop and monitor online marketing campaigns, ensuring presence and activities of the Institution is maintained on social media platforms.
- Prepare and deliver appropriate presentations on the programs offered by the Institution to potential students or clients.
- Gather market and competitors intelligence, conduct market research and submit findings report to immediate superior.
- Ensure that all marketing databases are relevant and up-to-date.
- Establish good relationships with agents, partners, media and students/ or clients.

## JOB REQUIREMENTS

- Bachelor's Degree in Business Studies/ Administration/ Management/ Marketing or any relevant field.
- At least 2 years of relevant working experience, preferably in sales or business development environment.
- Candidates with prior experience in marketing and/or education industry are a plus.

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- Thorough understanding of marketing and sales techniques.
- Self-motivated with a results driven approach and ability to work pro-actively.
- Enthusiastic and confident with strong communication skills, both written and spoken.
- Ability to plan, control and manage multiple activities with minimal supervision.
- Excellent customer service skills with a high level of interpersonal skills.
- Excellent computer literacy and application skills (Microsoft Word, Excel, PowerPoint etc)