

VACANCY NOTICE

REF: C05092024

POSITION	EXECUTIVE, DIGITAL MARKETING
LOCATION	KUCHING, SARAWAK
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB SUMMARY

MARKETING PLANNING

Lead in collaboration with the Manager:

- Provide advice to the management staff in matters relating to the promotion of the University's digital platforms.
- Produce digital-led, integrated marketing plans for the University across paid, owned and earned platforms.

DIGITAL MARKETING MANAGEMENT

- Implement and manage the digital marketing plan for the year whether individually, as a team or through an agency.
- Monitor the performance of marketing campaigns constantly with a focus on reducing the Cost Per Lead.
- Responsible for leading and implementing the development of marketing campaigns based on defined and agreed-upon objectives.
- Responsible to drive SEO, SEM campaigns.
- Responsible to drive the implementation of sponsored tactical online campaign

PLATFORM MANAGEMENT

- Responsible for the operations and management of the University's websites and all digital platforms related to Marketing and Student Recruitment.
- Responsible for managing the marketing functionality of the CRM.
- Responsible for all the digital marketing platforms and subscriptions

STUDENT RECRUITMENT

- Prepare and implement, in collaboration with other relevant Marketing and Student Recruitment staff, specific recruitment strategies adapted to the needs of each designated market.
- Contribute to the achievement of student enrolment through effective implementation of marketing strategies and activities.
- Develop digital marketing strategies for student recruitment for the University.

MARKETING REPORTING

- Maintain appropriate records and budgets for all activities, and produce regular progress reports.
- Monitor and manage effective use of analytics for reports and decision making.
- Provide regular market intelligence and competitor reports.

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JOB REQUIREMENTS

- A Bachelor's degree in a relevant discipline from a recognised institution with at least three (3) years of relevant work experience.
- Minimum of three (3) years of relevant working experience - including in managing a WordPress website, programming / software engineering and design software like Adobe Photoshop.
- Demonstrated capability in planning, implementing and managing Search Engine Marketing campaigns on Google and Social Media Marketing on Facebook, Instagram, Twitter, and LinkedIn.
- Demonstrated competency in using Analytics software like Google Analytics and Google Tag Manager

APPLICATION PROCESS

Interested candidates are invited send the documents below career.unitalent@gmail.com or whatsapp to +6012-5227761.

- Updated CV
- Qualifications (Certificates & transcripts)