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VACANCY NOTICE

POSITION : **ASSISTANT MANAGER - COMMUNICATIONS**
LOCATION : Kuching, Sarawak
INDUSTRY : Education
TYPE : Fixed-Term Contract
REF : C14072026/CR

JOB SUMMARY

The position will work closely with the Manager, Communications to assist in the development and execution of communications initiatives that amplify brand impact, engage key stakeholders and protect the University's reputation. It is anticipated that the University will expand rapidly and that the responsibilities and scope of the position will grow accordingly.

This is a role that works across the whole University to provide a consistent, cohesive and strategic approach to communications. Areas of responsibilities include Branding, Communications, Marketing, Publications, Content Development, and Events across various target segments. The position will support the Manager, Communications in managing the University's communications, media, creative, content and the annual budget for the unit to deliver integrated campaigns which are cohesive, impactful and with a focus on brand health and reputation management.

The position works closely with Academic and Non-Academic Staff at the University and liaises with staff at other campuses to ensure consistency in corporate style and efficient use of resources.

KEY RESPONSIBILITIES AREAS

The key responsibility areas (KRAs) are the major outputs for which the position is responsible and are not a comprehensive statement of the position's activities.

1) **Branding**
   - Ensure all communications content are of the highest quality and conform to the brand and corporate visual identity.
   - Contribute to the strategic planning process for organisational branding across various market segments, ensuring implementation of brand guidelines and alignment with organisational objectives.
   - Develop and implement institutional brand strategy and narrative frameworks in line with the University's brand and objectives.

2) **Communications**
   - Oversee the development and execution of an integrated communications plan for University initiatives through both traditional and digital media, including the management and monitoring of print media, publications, digital platforms, social media, and internal communication tools.
   - Develop and lead internal and external communications planning based on defined and agreed-upon objectives.
   - Assist and support the Manager, Communications in providing executive communications support for the office of PVC&CEO (Sarawak).
   - Provide integrated insight reports and support the Manager, Communications in developing sustainable communications strategies and campaigns for the University.
   - Support the Manager, Communications in developing and maintaining communications protocols and plans to manage the University's reputation.

3) Marketing

- Plan and execute annual strategic marketing and communications plan for the University to span across all communication media (online and offline) and reach appropriate target audiences, in both domestic and international markets.
- Track overall marketing performance and provide timely performance reports for each campaign.
- Provide insights into the market trends and identify key growth opportunities in both domestic and international markets with a deep understanding of consumer behaviour.
- Assist the Manager, Communications in developing and managing the annual budget.

4) Compliance

- Understand and comply with the University's rules and regulations especially for Finance-related documentation and approvals with regards to marketing campaigns, purchases and travel.
- Ensure the University's communication materials are compliant with relevant external statutory requirements.
- Ensure the University's partners, representatives and other external parties are similarly compliant with the applicable guidelines and external statutory requirements.

5) Staff Management

- Assist the Manager, Communications in developing performance plans, setting KPIs and monitoring these against performances.
- Conduct annual performance reviews together with the Manager, Communications.

6) Financial Management

- Cost allocation by area and by activity.
- Monitoring of expenditure against budget on a quarterly basis.
- Review resource allocation as market conditions change and make recommendations to reallocate resources as necessary.

7) Relationship Management

a) External

- Work closely with the Manager, Communications to manage the University's relationships with relevant suppliers, agencies, government and statutory bodies, etc.
- Develop briefs and tenders and negotiate service level agreements and contracts to ensure the University receives optimal levels of service from these providers.
- Ensure that the University's partners follow the University's brand guidelines and established processes to approve all partner marketing that makes reference to the University or is done on the University's behalf.

b) Internal

- Develop effective working relationships with Faculties, Schools, administrative staff and the University's HQ to facilitate communications and marketing processes and collaborate on projects where appropriate.
- Work collaboratively with other team members to ensure the department's KPIs and targets are met.
- Ensure that members of the unit contribute positively and actively to the development of relevant policies and procedures.

8) Other Duties

- Any other duties as and when required and directed by the Manager, Communications; or Director, Communications and Relations; and/or PVC&CEO (Sarawak); or any other person as assigned by an authorised personnel.

JOB REQUIREMENTS

- A Bachelor's degree in communications or any relevant discipline from a recognised institution with a minimum of 3 - 5 years of relevant working experience including one (1) year at supervisory level in leading a team of staff.
- Master's degree holders in relevant discipline can be considered.
- Working experience in communications, marketing, public relations, media or a related field.
- Demonstrated excellence in managing the production and distribution of innovative, engaging and purposeful content across external, internal and social audiences.
- Demonstrated experience in the formulation of integrated annual marketing strategies and tactics.
- Excellent interpersonal skills with the ability to communicate and negotiate with people at all levels.
- Excellent written and spoken English with the ability to clearly present ideas.
- Demonstrated experience and ability to manage and mentor staff with a diverse set of skills and personalities.
- Demonstrated ability to work effectively in dynamic and entrepreneurial environments with the ability to manage and deliver on multiple, time-sensitive projects.
- Ability to act with discretion on matters of a confidential nature and manage business stakeholders in a mature and professional manner.
- Knowledge of the Malaysian and global education system and an understanding of key issues relating to the provision of private tertiary education in Malaysia and globally.
- Excellent written and spoken Bahasa Malaysia or Mandarin.

TO APPLY

1. Applications should include with their application **a detailed CV** indicating qualifications, experience, and other matters considered relevant to the application.

2. The application must also include a separate document addressing each applicable element of the **Key Selection Criteria** ***(As per attached below).***

3. Copy of all your academic certificates (compile all in one pdf file).

4. Email your application to resume@unitalentcareer.com or WhatsApp to +6012-5227761.

Key Selection Criteria

Application letters and/or resumes must address the Qualifications and Knowledge / Experience / Attributes sections under the key selection criteria.

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		**Essential/ Highly Desirable/ Preferable**
1.	A Bachelor's degree in communications or any relevant discipline from a recognised institution with a minimum of 3 - 5 years of relevant working experience including one (1) year at supervisory level in leading a team of staff. Master's degree holders in relevant discipline can be considered.	Essential

Experience/Knowledge/Attributes: Required by the candidate to successfully perform the position's key responsibilities.		**Essential/ Highly Desirable/ Preferable**
1.	Working experience in communications, marketing, public relations, media or a related field.	Essential
2.	Demonstrated excellence in managing the production and distribution of innovative, engaging and purposeful content across external, internal and social audiences.	Essential
3.	Demonstrated experience in the formulation of integrated annual marketing strategies and tactics.	Essential
4.	Excellent interpersonal skills with the ability to communicate and negotiate with people at all levels.	Essential
5.	Excellent written and spoken English with the ability to clearly present ideas.	Essential
6.	Demonstrated experience and ability to manage and mentor staff with a diverse set of skills and personalities.	Essential
7.	Demonstrated ability to work effectively in dynamic and entrepreneurial environments with the ability to manage and deliver on multiple, time-sensitive projects.	Essential
8.	Ability to act with discretion on matters of a confidential nature and manage business stakeholders in a mature and professional manner.	Essential
9.	Knowledge of the Malaysian and global education system and an understanding of key issues relating to the provision of private tertiary education in Malaysia and globally.	Highly Desirable
10.	Excellent written and spoken Bahasa Malaysia or Mandarin.	Highly Desirable