

VACANCY NOTICE

REF: C16072024

POSITION	SALES & MARKETING MANAGER
LOCATION	SUBANG JAYA, SELANGOR
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB SUMMARY

Responsible for developing and executing strategic initiatives to drive enrolment and brand awareness for our Academy. Leading a talented team and work closely to achieve our growth objectives.

- 1) Develop and Implement Marketing Strategies:**
Create and execute innovative marketing campaigns to promote our academy across various online or offline channels including digital, social media, events or traditional marketing etc
- 2) Brand Management:**
Manage and enhance the academy's brand presence and identity to resonate with our target audience, emphasizing our unique program offerings, educational excellence, and alignment with our values and mission.
- 3) Sales Strategy Development:**
Lead the development of sales strategies to drive student enrolment and achieve revenue targets.
- 4) Market Research and Analysis:**
Conduct market research to identify opportunities for growth, monitor industry trends, student preferences, and analyse competitor activities to inform marketing and sales strategies.
- 5) Collaboration and Leadership:**
Build and maintain relationships with industry partners, culinary professionals, and educational institutions to expand our network and enhance recruitment efforts.
Collaborate effectively with internal departments to align marketing and sales efforts with excellence program offerings and strategic goals.
Develop the directions in sales and marketing, leading the sales and marketing members to execute the plans, in order to manage lead generation and conversion.
- 6) Budget Management:**
Manage marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions, ensure optimizing resources to achieve maximum ROI.
- 7) Performance Metrics:**
Utilize analytics and KPIs to measure the success of marketing campaigns, student acquisition costs, and overall sales performance.
- 8) Leadership Management:**
Manage and leading the teams to achieve strategic objectives through effective decision-making, motivation, and development of talent.

VACANCY NOTICE

JOB REQUIREMENTS

- Candidate must possess at least Bachelor's degree in Marketing, Business Administration, Hospitality Management, or a related field; MBA is a plus.
- Proven years of experiences in sales and marketing leadership roles within the education sector, preferably in culinary or hospitality education.
- Strong strategic thinking and analytical skills.
- Positive working attitude, accountability, self-motivated, outgoing and responsive, able to communicate & present well with any level of people and work as a team.
- Proficiency in digital marketing tools and platforms, including but not limited to Facebook Ads Manager, Google Analytics, TikTok, email marketing software, and content management system, social media advertising, etc
- Video Editing Software, and Adobe Design software experience is a plus
- Required language(s): Bahasa Malaysia, English, Mandarin (Written / Spoken)
- Willing to travel and possess own car