

VACANCY NOTICE

REF: JS15082024

POSITION	SENIOR EXECUTIVE, MARKETING & COMMUNICATIONS
LOCATION	KUALA LUMPUR
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB SUMMARY

- Oversee planning, developing, and implementing Marketing strategies and initiatives consistent with the College's vision, mission and core values and will increase student's enrolment.
- Oversee content marketing initiatives to drive traffic, engagement, and leads the campuses.
- Ensure the information on the College's website and social media page is updated promptly.
- Responsible for overall go-to-go-market strategies for group directions, marketing campaigns & launches, project management & market development activities for assigned market portfolios.
- Manage all creative resources, including designers, writers, and other agency personnel, to ideate content in various formats. (articles, videos, infographics, etc.)
- To ensure a smooth marketing operation and manage third-party partnerships and content collaboration.
- Manage and track A&P budgets and spending against overall content efforts to demonstrate effective allocation towards maximizing gains and reducing costs.
- To liaise and coordinate with the Head of Departments, Student Affairs Unit, International Office and University Placement & Alumni Unit on marketing, advertising, and promotions as well as branding activities and events.
- To assist in establishing and implementing short- and long-term marketing goals and objectives for the College; to identify and develop potential new target market segments.
- To assist in preparing monthly, conducting market intelligence, research and analysis and establishing data tracking systems to evaluate various marketing activities and programmes to determine their effectiveness.
- To perform other duties as and when assigned by the direct superior or the Management Team.

JOB REQUIREMENTS

- At least 3 – 5 years of working experience in Marketing, Communications, Public Relations, or related field.
- Diploma or Bachelor's Degree in Marketing, Business, Mass Communications, Public Relations or equivalent.
- Experience within the education industry will be a plus point.
- Strong understanding of marketing principles, branding and campaign management.
- Team player, multi-tasking, good interpersonal skills, attention to detail, time management skills and effective task management.
- Creativity, adaptability and familiar with current marketing trends. Effective writing, speaking, presenting and active listening skills.