

# VACANCY NOTICE

REF: C26032024

<b>POSITION</b>	<b>MANAGER – STRATEGIC RECRUITMENT &amp; MARKETING</b>
<b>LOCATION</b>	<b>SHAH ALAM</b>
<b>INDUSTRY</b>	<b>EDUCATION</b>
<b>TYPE</b>	<b>FULL TIME</b>

## JOB SUMMARY

The Manager – Strategic Recruitment & Marketing will play a critical role in driving student enrolment and contributing to the overall growth and success of the school. This position is responsible for developing and executing innovative sales strategies, collaborating with stakeholders and partners, and elevating our brand through effective marketing campaigns with a team of dedicated marketeers. The ideal candidate will have a passion for education, an understanding of local and international markets and a proven track record in strategic planning and execution.

### Main Responsibilities

- Develop and implement comprehensive student recruitment strategies to attract, enrol and retain students from diverse backgrounds, both locally and internationally
- Lead the sales team in building and maintaining strong relationships with prospective students, parents, and educational consultants to promote the school's programmes and effectively address inquiries
- Collaborate with the admissions team to streamline and optimise the admissions process, ensuring a positive experience for applicants and their families
- Collaborate with the academic faculty to align sales and marketing efforts with the school's offerings and mission, and maximise recruitment outcomes
- Collaborate with the marketing and communications team to effectively promote the school's brand and programmes
- Establish strategic partnerships with stakeholders like feeders, agents, corporates and embassies
- Conduct market research and analysis to identify target markets, assess competitor activities, and adapt sales strategies accordingly
- Monitor sales performance metrics, track, and analyse recruitment data, and prepare regular reports for senior management
- Organise open days and coordinate the school's presence at local and international events, fairs, and conferences to promote the school
- Stay informed about industry trends, educational developments, and market demands to anticipate changes and proactively adjust recruitment strategies

### JOB REQUIREMENTS

- Bachelor's degree in the related field
- Minimum of five (5) years of proven working experience in sales, business development, or admissions
- Excellent interpersonal and communication skills with ability to communicate effectively with all levels of stakeholders

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- Leadership skills to effectively manage a team and drive performance
- Strong knowledge of recruitment strategies, marketing principles, and enrolment management
- Results-oriented mindset with a track record of meeting or exceeding sales targets and driving business growth
- Knowledge of the education industry, including trends, regulations, and competitor landscape will be an advantage
- Analytical skills to interpret data, track enrolment trends, and make data-driven recommendations
- Proficiency in CRM software and other sales tools to manage leads, track pipelines, and generate reports
- Able to travel locally and internationally as needed.