

# VACANCY NOTICE

REF: C18092024

<b>POSITION</b>	<b>MARKETING EXECUTIVE</b>
<b>LOCATION</b>	<b>KUALA LUMPUR</b>
<b>INDUSTRY</b>	<b>EDUCATION</b>
<b>TYPE</b>	<b>FULL-TIME</b>

## JOB SUMMARY

- Plan, direct, and organize advertising and promotional campaigns/events.
- Run campaigns across multiple marketing touch points.
- Organize tactical campaign (e.g.: sales events, scholarships, International Agent).
- Collaborate with management to develop lead generation strategies and generate opportunities to achieve overall team enrolment targets.
- Work closely with Enrolment & Admission team to support school talks, workshops, and activities.
- Create marketing collateral's for the Institution.
- Assist the direct superior in ensuring effective communication within the Institution and with external parties.
- Collect and analyse market research data and apply it to current projects.
- Provide updated status reports with statistics on current marketing projects.

## JOB REQUIREMENTS

- At least 2-3 years of relevant working experience in event management, marketing, or related field.
- Diploma, Advanced Diploma or Bachelor's Degree in Marketing, Business, Mass Communications, Public Relations or equivalent.
- Experience in digital marketing will be a plus point.
- 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.
- Experience within the education industry is a plus point.