

VACANCY NOTICE

REF: C16072024

POSITION	RECRUITMENT MANAGER (Student Accommodation)
LOCATION	KUALA LUMPUR
INDUSTRY	EDUCATION
TYPE	FULL TIME

JOB SUMMARY

Agent Management

- Lead onboarding of education agents across key markets in Southeast Asia
- Establish relationships with education agents and institutional representatives (local and overseas) government agencies, media and affiliated groups.
- Management of agent network. Ensure regular training of counsellors making sure they are up to date on accommodation and services.

Target achievement

- Manage and devise the business development strategy while defining revenue targets; create detailed plans to achieve them with various teams.
- Evaluate industry trends and long-term implications and recommend strategies for new business opportunities by working closely with key stakeholders.
- Collaborate with universities / schools based in SE Asia to promote the company.
- Connect with key stakeholders in the market to organize workshops/webinars for marketing and lead generation.
- Build relationships with students and their parents to provide a seamless experience while identifying, booking and checking in to the properties.

Marketing and Brand Awareness

- Increase the organization brand awareness and visibility in recruitment countries.
- Attend exhibitions representing and consulting prospective students and parents on student accommodation options available.
- Assist in enhancing client's marketing and branding, including support with the website, social media and other marketing channels.
- Coordinate and assist in the development of marketing collateral including brochures, flyers, promotional gifts, advertisements etc.
- Participate in training and active communication to stay up-to-date with organization products and services.
- Build a travel and events calendar for promoting the company, based on operational budget provided by the client

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JOB REQUIREMENTS

- Degree and/or relevant combination of skills and experience.
- Relevant experience of 3 - 8 years as a business development lead and sales in the Education / Ed-tech domain.
- Basic knowledge of CRM software and MS Office.
- Understanding market and marketing strategies.
- Sound knowledge of processes and procedures underpinning successful international student recruitment, such as enquiry management, admissions, immigration issues.
- Excellent written, oral and interpersonal communication skills including the ability to communicate and present effectively to groups, and with a diverse range of people and organisations.
- Demonstrated ability to work as a member of a team, as well as work independently using initiative and judgement.
- High level of responsibility and accountability for completing tasks within specified timeframes.
- Uses own expertise and seeks others' expertise to achieve team and division goals.
- A valid passport with the ability to travel across Southeast Asia.
- Flexibility and a willingness to work outside of normal office hours, including some weekends.
- Ability and willingness to travel alone and for extended periods of time.
- A Malaysian citizen or hold a work permit in Malaysia.