

VACANCY NOTICE

REF: C01072024

POSITION	MANAGER, EMERGING REGIONS
POSITION LEVEL	MANAGER
LOCATION	KUCHING, SARAWAK
INDUSTRY	EDUCATION
TYPE	FULL TIME
REPORTS TO	Director, Future Students

JOB SUMMARY

The Manager, Emerging Regions is responsible for generating new student enrolments, according to targets, for the University programs via direct channels which include leads generated via walk-ins, phone-ins, emails, web-forms and leads acquired via digital marketing through search marketing, social media marketing, education aggregators and any other sources assigned by the supervisor.

While leading a team of e-education counselling staff, the Manager is expected to develop recruitment strategies, improve lead to enrolment conversion rates and deliver a high level of customer service that will ensure targets are met and within budget. This involves managing and monitoring the distribution channels that deliver these enrolments, and ensuring compliance with the Unit and University policies and procedures and relevant legislations.

As a member of the Student Recruitment team, a consultative selling approach is preferred in comparison to hard-selling or pressure-selling. Minimal travel is required in this role as a majority of the recruitment process will be executed on-campus in person, via phone or through digital platforms.

KEY RESPONSIBILITIES

- leading the production and implementation of student recruitment plans;
- leading the development and management of relationships with a range of stakeholders including agents and other external stakeholders;
- providing advice to students and parents on courses and other matters related to studying at the University and its affiliated campuses;
- leading the coordination and successful execution of Open Day and Recruitment events on campus together with the Events team
- ensuring efficient and effective processing of student applications; and
- managing and conducting marketing activities in collaboration with academics.

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JOB REQUIREMENTS

- A Bachelor's Degree in an area relevant to the duties from a recognised institution
Master's degree holder can be considered.
- At least five (5) years of relevant working experience in sales, business development, account management and/or partnership management, with two (2) years of experience in a leadership role or management experience.
- Excellent communication skills and etiquette of various modes (including phone, email and online chats) with a focus in converting enquiries and leads into enrolments.
- Intermediate knowledge of Microsoft Office software, especially MS Word, MS Excel, and MS Power Point and digital collaboration tools provided by Google.
- Willingness to learn how to use digital marketing; and recruitment tools and platforms.

APPLICATION PROCESS

Interested candidates are invited send the documents below career.unitalent@gmail.com or whatsapp to +6012-5227761.

- Updated CV
- Qualifications (Certificates & transcripts)
- Key Selection Criteria Form (please ask from us)