
POSITION DESCRIPTION

Job Title : **Assistant Manager**
Reports To : Director/Senior Manager
Department/Branch : Business Development & Marketing
Effective Date : Immediately

Accountabilities:

- Assist the superior to develop, plan and execute the University's marketing strategies.
- Responsible and in charge of activities carried out by Senior Executive and Executive on recruitment of students and the sales and marketing of products and services offered by the University, based on the Key Performance Index (KPI) target set by Business Development, Marketing and Corporate Communication Department.
- In charge of and participate with Senior Executive and Executive in road shows, education fairs, school visits and other ad hoc marketing activities.
- Monitor and supervise all marketing activities and campaigns.
- Assist in preparation work and monitoring of advertisement materials, publications and digital marketing.
- Assist in planning and coordination of advertisements and promotional campaigns.
- To work in a team to achieve business goals and student recruitment targets.
- To network and communicate with school counsellors on activities carried out by Senior Executive and Executive.
- Maintain close relationship with the local and international agents. Recruit new local and international agents for market expansion.
- Analyse market industry trend, government regulations and competitor's strategies.
- Performs other duties as assigned by the University Management.

Requirements:

- Degree in Marketing / Business Development or equivalent
- Minimum of 3 years working experience
- Good organizational, coordination, interpersonal and communication skills with pleasant personality
- Possess strong analytical skills, pleasant personality and good work attitude.
- Able to contribute innovative ideas and put marketing plans into action.
- Competent in Microsoft Office Applications
- Must have a good command of spoken and written English. Ability to communicate in Bahasa Malaysia and Mandarin is an advantage
- Knowledge in Photoshop & illustrator will be added an advantage.
- Independent and able to work with minimum supervision.
- Possess own transport and willing to travel