
POSITION DESCRIPTION

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

Accountabilities:

A. Marketing and Public Relations

- Create, implement and measure the success of:
 - ✓ a comprehensive marketing, communications and public relations program that will enhance Perdana University's image and position within the marketplace and the general public, and facilitate internal and external communications; and,
 - ✓ all marketing, communications and public relations activities and materials including publications, media relations, student recruitment and so forth.
- Ensure articulation of the University's desired image and position, and assure consistent communication of image and position throughout the University.
- Be responsible for editorial direction, design, production and distribution of all University publications.
- Coordinate media interest in the University and ensure regular contact with target media and appropriate response to media requests.
- Coordinate the appearance of all University print and electronic materials such as letterhead, use of logo, brochures, etc.
- Ensure that the University regularly conducts relevant market research, coordinate and oversee this activity.
- Lead projects as assigned, such as cause-related marketing and special events.

B. Continuous Professional Development (CPD) and Human Resource Development Fund (HRDF) Centres

- Manages and ensures curriculum deliveries of continuous professional development programs such as language proficiency and professional practices such as planning lessons and courses, managing resources, assessing learning, understanding educational policies and practices.
- Manages and monitor the progress of Human Resource Development Fund (HRDF) centres in the University, Wisma Chase Perdana, Grand Seasons Kuala Lumpur and Seremban.

C. Planning and Budgeting

- Be responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Senior Management on a regular basis.
- Develop short- and long-term plans and budgets for the marketing /communications / public relations program and its activities, monitor progress, assure adherence and evaluate performance.
- Recommend short- and long-term organisational goals and objectives to the Senior Management.
- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing /communications /public relations function.
- Be kept informed of developments in the fields of marketing, communications and public relations, educational management and governance, and the specific business of the University and use this information to help the University operate with initiative and innovation.

D. Organizational Strategy

- Close coordination with schools and departments on implementation of marketing plans and road maps.
- Work with relevant stakeholders to develop and maintain a strategic perspective based on the market and its needs and satisfaction in organisational direction, program and services, and decision-making.
- Help ensure that the University's philosophy, mission and vision are pertinent and practised throughout the institution.
- Help formulate and administer policies to ensure the integrity of the University.
- Act as an internal consultant to bring attention and solutions to institutional priorities.

E. Human Resource Management

- Recruit, train, appraise, supervise, support, develop, promote and guide personnel in the Marketing and Corporate Communications Department.
- Ensure effective management within the marketing, communications and public relations function, with provision for succession.
- Design, support and oversee cross-functional teams throughout the University.

Requirements:

- A relevant marketing qualification/ Degree/Masters
- Extensive professional experience in marketing and/ or university student recruitment.
- Exceptional Experience in international marketing

- Experience in providing brand marketing/ customer acquisition campaigns
- Experience in leading and managing a professional team.
- Able to contribute ideas and execute ideas in developing marketing principles, practices and trends.
- Strong creative, analytical and strategic thinking abilities with wide experience of leading on the formulation of successful marketing strategies and tactics that deliver demonstrable results.
- Able to negotiate and influence effectively senior management, and develop strong alliances and partnerships internally as well as externally.
- Well versed with marketing metrics and marketing analytics.
- An excellent project manager with ability to lead projects and ensure the timeline is met within budget.
- Ability to work under pressure and resourceful.
- Good command of spoken and written English. Ability to communicate in Bahasa Malaysia and Mandarin is an advantage
- Possess own transport and willing to travel.