



PERDANA UNIVERSITY (DU026B)

POSITION DESCRIPTION

Job Title : Marketing and Sales Executive
Reports To : Director of Student Life
Department/Branch : Chancellery
Closing Date :

DUTIES AND RESPONSIBILITIES:

- Assist the superior to develop, plan and execute the University's marketing strategies.
- Carry out activities associated with the 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.
- Participate with marketing team members in road shows, education fairs, school visits and other ad hoc marketing activities.
- Monitor all marketing activities and campaigns.
- Assist in preparation work and monitoring of advertisement materials, publications and digital marketing.
- Assist in activities 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 marketing team.
- Maintain close relationship with the local and international agents. Assist in recruitment activities of new local and international agents for market expansion.
- Be aware of market industry trend, government regulations and competitor's strategies.
- Perform other duties as assigned by the University Management.

REQUIREMENTS:

Requirements

- Possess a Degree in Business Administration / Marketing or related discipline.
- At least 2 years working experience in the education sector.
- Proven track record in student recruitment, marketing and promotions.
- Excellent communication and interpersonal skills
- Excellent spoken and written English and Bahasa Malaysia language skills.
- Willing to travel, both outstation and overseas and work beyond normal working hours.
- Possess own transport.

APPLICATION PROCEDURE:

- Please forward by email a letter of application clearly outlining your interest in and suitability for the post, a copy of your curriculum vitae and the contact details, including email address of three referees.
- Kindly forward the above details to hrrecruitment@perdanauniversity.edu.my

This is not intended to be an exhaustive list of all duties and responsibilities. The employee may be required to carry out other duties and responsibilities as may reasonably be required to do so.