



## PERDANA UNIVERSITY

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### POSITION DESCRIPTION

Job Title : Executive Marketing  
Department/Branch : Marketing and Sales Department

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#### A. JOB SUMMARY STATEMENT

##### Student Recruitment

- Responsible to consult students and parents on programs and education pathway.
- Follow up calls and direct emails and convert them into applications.
- To attend to online enquiries, FB enquiries and enquires from other source by providing accurate information on programs.
- To participate in Education fairs, roadshow and other sales and marketing related events to promote University.
- Educate students and parents on importance of Education and guide them to provide information based on their need and qualification as per Standard Operating Procedures (SOP).
- Assist students in application process and other registration process.
- Handling online enquiries and emails.
- Establish good rapport with school counsellor and recruitment agencies to plan and work on events targeting at potential students.
- Handle international enquiries and assist International agents for registration of foreign students and guide on Visa procedures.

##### Planning

- Assist the Marketing Head to produce annual and long term recruitment plans and strategies for the University.
- Responsible for effectively plan and conduct roadshow, open day, career day and other activities for recruitment and at the same time ensure necessary pipeline of potential leads.
- Establish and maintain links with external stakeholders i.e. agents, school counselors, feeder institutions, embassy officials etc. for promotion of the University.

**Others**

- Provide regular market intelligence and competitor reports for fee comparison, scholarship, range of programs and facilities provided by other institution for benchmarking.

**B. PRINCIPAL ACCOUNTABILITIES (MAIN FUNCTION)**

1. Student Recruitment- Counselling and Education Advisory.
2. Attend events and activities related to sales and marketing to promote university and programs.
3. Plan and implement sales activities to generate leads and convert to applications.
4. To engage proactively with agents and work with them to push for applications.
5. To build rapport with school counsellor to get potential database participate in school activities.
6. Any other duties as and when required and directed by the Marketing Head.

**C. ADDITIONAL RESPONSIBILITIES (SECONDARY FUNCTION)**

1. Distribute flyers at various locations for Open day and intakes.
2. To do extended counselling hours during weekends when required.
3. To liaise with academic to check on eligibility of students and other academic matters.
4. To do telemarketing from database collected during events and fairs to support recruitment.
5. To assist in preparing letters to school, associations and others.

**D. COMPETENCY (KNOWLEDGE, SKILLS AND ATTITUDE RELATED TO THE JOB)**

1. Good communication and convincing skill.
2. Able to relate well with students and parents.
3. Independent, result driven and able to work in team.
4. Multitasking and think out of the box.
5. Ability to maintain emotional stability, mature with strong sense of responsibility.
6. Willing to travel outstations and work on weekends.

**E. DIMENSION**

Internal	<ol style="list-style-type: none"><li>1. To work closely with team mates.</li><li>2. Liaise with other departments including academic, registrar, student affair and logistic.</li></ol>
External	<ol style="list-style-type: none"><li>1. Coordinate and manage agents.</li><li>2. Build good rapport with school counsellors.</li></ol>

**F. ADDITIONAL COMMENTS / REMARKS**

1. Relevant experience is recommended
2. Specialization in relevant field is recommended such as Sales, Counselling, Marketing and others.

*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.*

**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](mailto:hrrecruitment@perdanauniversity.edu.my)