

Job Description

Position : Marketing Executive

Location : Penang

Job Purpose

The candidate will be required to plan and implement the sales & marketing, and tactical business development plans in view of the growth of the school to ensure attraction, recruitment and retention of students. He /she will be responsible for handling Marketing, Admissions and Enrolment related matters in ensuring a seamless Student Customer Journey. The candidate will take a proactive role in follow-up and conversion of students applying to study at the school.

Key Duties & Responsibilities

1. Counsels, contacts and follow up enquiries and applications to convert and recruit new students.
2. Keep track of student recruitment and admissions process & handles enquiries.
3. Represents the School at education fairs, roadshows, workshops, and other sales and marketing related activities.
4. Maintains, updates, and keeps abreast of own professional knowledge / education industry wide matters.
5. Works with principals and the headquarters – Methodist Council of Education (MCOE) Marketing
6. Unit in arranging visits to churches, both Methodist and other denomination churches in promoting the schools.
7. Works with principals and MCOE Marketing Unit in executing marketing initiatives e.g. banners, leaflets, posters and design work to name a few for website and social media presence.
8. Undertakes projects and any other duties and responsibilities as and when assigned from time to time and any other duties assigned by the principals and MCOE Marketing Unit.

Job and Person Specification

Essential Specification (Must-have)

1. Degree in Marketing/Counselling / Social Science / Psychology / Business or related discipline
2. At least three (3) years of working experience, preferably in an educational institution with involvement in counselling, marketing and sales promotions
3. Knowledge of counselling principles, methods and techniques
4. Knowledge and skills in using computer software eg. Microsoft software applications
5. Ability to analyse and interpret the needs of parents and students and offer appropriate solutions
6. Strong interpersonal and communication skills with ability to communicate comfortably with parents and students in a courteous and professional manner
7. Possess good planning, organizing, coordinating, presentation and time management skills
8. Creative, resourceful, customer focused, self-motivated and results oriented
9. English written and verbal communication skills
10. Social Media savvy especially on Facebook and Instagram. Understand social media trends and developments.

Desirable Specification (Added advantage)

1. Experience in an education institute
2. Knowledge of Adobe suite and Content Management System (Word Press)
3. Proficiency in Chinese Language
4. Familiar with web analytics tools, market research techniques, and knowledge of SEO and google analytics

Safeguarding Commitment

Wesley Methodist School are committed to safeguarding and promoting the welfare and safety of our students and expects all staff members to share this commitment.