



WESLEY METHODIST SCHOOL

Job Description

Position : Marketing Executive

Location : Kuala Lumpur

Job Purpose

The candidate will be required to plan and implement the sales & marketing, and tactical business development plans in view of growing Wesley Methodist School Kuala Lumpur (International) and (Private) to ensure attraction, recruitment and retention of students.

Key Duties & Responsibilities

1. Provides accurate information, advice, and guidance to prospective parents about the curriculum for Kuala Lumpur 1) International and 2) Private Schools; and student life at the 2 (two) schools.
2. Counsels, contacts and follow up enquiries and applications to convert and recruit new students.
3. Maintains an up-to-date record of the student recruitment and admissions process.
4. Handles enquiries gathered from marketing campaigns for conversion purposes.
5. Represents the Schools at education fairs, roadshows, workshops, and other sales and marketing related activities.
6. 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.
7. Undertakes projects and any other duties and responsibilities as and when assigned from time to time.

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. Good English & Chinese 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. 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.