

**Position : Marketing Executive**

**Location : Wesley Methodist School  
(Klang / Seremban)**



**WESLEY METHODIST SCHOOL**

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### **Description:**

The candidate will be required to plan and implement the sales & marketing, and tactical business development strategies given growing Wesley Methodist School (Klang OR Seremban) 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 the follow-up and conversion of students applying to study at the school.

### **Principal Duties:**

- Provides accurate information, advice, and guidance to prospective parents about the curriculum and student life at the school.
- Counsels, contacts and follow-up enquiries and applications to convert and recruit new students.
- Maintains an up-to-date record of the student recruitment and admissions process.
- Handles enquiries gathered from marketing campaigns for conversion purposes.
- Represents the Schools at education fairs, roadshows, workshops, and other sales and marketing-related activities.
- Maintains, updates, and keeps abreast of own professional knowledge/education industry-wide matters.
- Contributes to team effort by accomplishing related results as needed in working closely with the principals and teachers.
- Works with principals and the headquarter – Methodist Council of Education (MCOE) Marketing Unit in arranging visits to churches, both Methodist and other denomination churches in promoting the schools.
- Works with principals and MCOE Marketing Unit in seeking out possible feeder schools for the schools.
- 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.
- 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.

**Preferred Skills:**

- Target Setting
- Sell to Customer Needs
- Sales Cycle Planning
- Market Knowledge

**Requirements:**

- Degree in Marketing/Counselling / Social Science /Psychology Business or related discipline
- At least five (5) years of working experience, preferably in an educational institution with involvement in counselling, marketing, and sales promotions
- Knowledge of counselling principles, methods, and techniques
- Knowledge and skills in using computer software e.g., Microsoft software applications
- Ability to analyse and interpret the needs of parents and students and offer appropriate solutions
- Ability to work with minimal supervision
- Strong interpersonal and communication skills with the ability to communicate comfortably with parents and students in a courteous and professional manner
- Possess good planning, organizing, coordinating, presentation and time management skills
- Creative, resourceful, customer-focused, self-motivated and result oriented.