

## **VACANCY NOTICE**

### Marketing Communications Officer

#### **Job Summary**

- Liaise with stakeholders (academic staff, professional staff, students/ staff and students/external agencies, printers, suppliers) to develop engaging, accurate and creative visual designs or written content for advertising and promotional materials which include print, digital, and otherwise. Liaison with the relevant academic staff, marketing colleagues, agencies and clients should be effective, productive and be aligned to the objectives of the Marketing, Recruitment and Admissions team.
- Maintain the institution's social media channels on a daily basis.
- Assist the Marketing, Recruitment and Admissions team with planning, organising and executing events for the institutions such as open days, alumni events, school outreach events, conferences and more.
- Sustain and manage positive relationships between institutions' students and alumni for marketing purposes.
- Write and edit internal staff newsletter as well as school and agent newsletter.
- Track the institution's marketing and communications budget allocated to the Malaysia team to ensure value for money. Ensure that the procurement of marketing goods and services meets the institution's regulations.
- Undertake any other appropriate duties and marketing campaigns as directed by the Marketing Manager.

#### **Requirements**

- Candidate must have a Degree in Marketing, Communications, Art or related qualification.
- Able to adhere to deadlines and produce high quality work under pressure.
- Liaise with digital platforms on a weekly basis to ensure that content is up to date and accurate at all times.
- Work closely, effectively and efficiently with team members and suppliers to ensure that marketing collateral is engaging and consistently up to date.
- Able to sustain open communication channels with line manager and maintain relationships with colleagues.
- IT literate, including competent use of Microsoft Office, Word and Excel
- Experience of desktop publishing software and knowledge of website maintenance.
- Basic knowledge of digital marketing strategies and tools i.e Google Analytics, Search Engine Marketing/Optimisation, Google Display Network, etc.
- Willingness to work unusual hours, occasional weekends for either open days or recruitment events and travel.