

## **MARKETING AND ADMISSIONS**

### **RESPONSIBILITIES**

- To contribute ideas and proposals for marketing strategies to derive enrolments.
- To assist and support the institution in organizing online and offline events.
- To actively participate in leads generation and conversion activities.
- To provide relevant educational and admission advice to facilitate student admission as per the institution's guidelines.
- To handle enquires and to provide good support services to the prospects and students.
- To support regional centres or regional support centres to achieve the individual and group sales targets.

### **REQUIREMENTS**

- Candidate must possess at least a Diploma or Bachelor's Degree in Business Studies, Mass Communication, Marketing, Education or any related field with minimum 2 years of relevant experience.
- Previous working experience with telemarketing will be an added advantage.
- High level of oral and written competence in English and Bahasa Malaysia.
- Willing to work on weekends and Public Holidays.