

## **Job Description**

**Position:** Alumni Relations & Marketing Executive

**Reporting to:** Finance & Admin Manager WMSKL (International)

### **Job Purpose**

The candidate will be responsible for overseeing the alumni operations of the school and to support the Admissions and Marketing team in student enrolment matters.

### **OUTLINE OF ESSENTIAL JOB RESPONSIBILITIES / FUNCTIONS TO INCLUDE BUT NOT LIMITED TO:**

#### **1. SCOPE & ACCOUNTABILITY:**

- The Alumni Relations & Marketing Executive reports to the Finance & Admin Manager
- Key functional areas:
  - Build and foster relationships with alumni to ensure that they are kept informed, involved and engaged with Wesley Methodist School through direct contact, email, website, social media channels, newsletters, publications, events and volunteer opportunities.
  - Support the administration of Student Admission procedures.
  - Support the promotional and marketing activities of the school.
  - Coordinate school events
- Any other roles and functions, which may be added, repositioned, or changed according to the needs and direction of the school set by the Management.

#### **1.1 Alumni Relations**

- Communicates with the alumni students through the school magazine and newsletter.
- Arranges and coordinates network extensions on the build-up of the alumni board.
- Forms a pro tem committee on the initial setup through the volunteers contacted.
- Signs up social media pages and post school events, notices, and updates.
- Develops, sustains, and strengthens alumni chapters which focus is on establishing and maintaining connections through events such as lectures, seminars, workshops, and social networking.
- Arranging and sourcing out benefits for alumni members to attract more to join.
- Promoting the alumni community to the current students from time to time
- Organising reunions for alumni members and school administration
- Developing, coordinating and evaluating programs and projects to promote alumni relations and educational activities.
- Collaborates with other office staff which promote engagement with alumni members.
- Establishing and maintaining connections through the various academic/degree programs and study tours
- Coordinates and trains volunteers to work on events, projects, and programs in school and also at other annual events.

#### **1.2 Marketing & Admission**

- Support the Admissions procedure and to provide a welcoming experience to new students' enquiries and follow-up within 24-hour response time.
- Represents the School at education fairs, roadshows, workshops, and other sales and marketing related activities.
- Co-ordinates with Group Marketing (Methodist Council of Education) personnel on all promotional and marketing activities.
- Liaises with suppliers and contractors to prepare promotional fliers / banners/ posters for events.

### **Job & Person Specification (Must have)**

- Degree in Marketing/Counseling / Social Science / Psychology / Business or related discipline
- At least three (3) years of relevant working experience, preferably in an educational institution.
- Knowledge and skills in using computer software e.g., Microsoft software applications, social media platforms.

- Strong interpersonal and communication skills with ability to communicate comfortably with parents, alumni, and students.
- Possess good planning, organizing, coordinating, presentation and time management skills.
- Creative, resourceful, customer focused, self-motivated and results oriented.