

Job Description

Position	:	Marketing Executive
Reporting to	:	1. Principal WMSKL (Private) 2. Finance & Admin Manager WMSKL (International)

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.

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 follow-up and conversion of students applying to study at the school.

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

Key Duties & Responsibilities

- 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.
- 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.

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 e.g., 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 written and verbal communication skills.