

Job Description for Marketing Executive

JOB PURPOSE

The Marketing Executive is responsible for developing and executing marketing communication campaign under the leadership and supervision of the Marketing Manager.

KEY RESULTS AREAS/ RESPONSIBILITIES

- Carry out the successful implementation of tactical marketing communications campaigns (advertising and promotion) to promote brand drive admission enquiries through both offline and online channels.
- Identify communication channels between the school, advocates, parents and students and co-ordinate activities to facilitate effective communication.
- Manage the development and production of communication materials pertaining to the school and ensure that the materials are in line with the brand identity
- Plan and manage marketing activities as well as support the Marketing Manager in budget planning with the purpose of achieving the marketing department's KPIs.
- Collaborate with Marketing Manager to ensure that policies and standards on the proper use of the Nexus brand are adhered to, especially amongst internal staff.
- Understand and incorporate the use of digital marketing channels in marketing campaigns
- Represent the school in the participation of external events including education exhibitions or other marketing events

JOB TASKS

- Implement and oversee approved tactical marketing campaigns
- Work with Marketing Manager on local and international advertisements, advertorials and publicity placement in print, broadcast and online media
- Oversee the marketing messaging and creative direction with creative agency/designer or in-house designer, and placement of ads, as well as photo and video shoots.
- Work with In-house Graphic Designer in coordinating internal marketing collateral requests.

- Work with external vendors on the costing, design and creation of premium items.
- Monitor all marketing activities and generate marketing campaign reports periodically.

JOB SPECIFICATIONS

MINIMUM ACADEMIC/PROFESSIONAL QUALIFICATION:

- Degree in Marketing / Communications or equivalent

RELATED EXPERIENCE

- At least 2 - 3 years of working experience in marketing and communications.
- Candidates with experience in running digital marketing campaigns are encouraged to apply.

COMPETENCIES (KNOWLEDGE, SKILLS & ABILITIES)

- Strong interpersonal and communication skills with ability to communicate comfortably with students and parents in a courteous and professional manner
- Possess a good command of English, Bahasa Malaysia and/or Mandarin
- Possess good planning, organising, coordinating, presentation and time management skills
- Creative, resourceful, customer focused, self-motivated and results oriented
- Ability to think out of the box and able to give good and sound solutions

COMPETENCIES (BEHAVIOURAL)

- Willing to travel within the Klang Valley, with occasional travel overseas
- Has a strong sense of responsibility
- Good team player and flexible
- Courteous, calm and focussed
- People oriented with warm and cheerful personality
- Professional appearance and good working attitude
- Pro-active, mature and emotionally stable
- Ability to interact with all levels of stakeholders

OTHERS

- Possess own transport and a valid driving licence