

Designation Department	Marketing Manager
Reporting To	Primary Reporting: Director of Admissions & Marketing
Salary and Benefits	Up to RM10,000 monthly based on experience and capabilities with an attractive benefits package including heavily subsidized (up to 90%) air travel across ASEAN

What Will You Do?

As a member of the Marketing Department, the post holder will support the Director of Admissions & Marketing in implementing the Department's strategies, initiatives and activities. Broadly, responsibilities as part of this role include:

- Promoting ECiM's brand as top-of-mind options for potential parents and students in and from the relevant target markets;
- Working closely with the Director of Admissions and Marketing on the development of marketing, school recruitment and conversion materials including web content, prospectus, and audience specific materials;
- Developing targeted and relevant content and material to promote the school and enhance enrolment in the various target markets across ASEAN;
- Liaising with external marketing agencies and consultants to deliver affiliate and referral marketing strategies, and most importantly, results;
- Gathering market intelligence and working with the Director of Admissions and Marketing to analyse results and develop priority student recruitment areas in line with the College's marketing plans.
- Coordinating local and international marketing events;
- Involvement in all aspects of student admissions activities;
- Producing timeline and comprehensive reports, budgets and relevant KPIs;
- Producing timely and comprehensive reports of each student recruitment initiative that is launched in Malaysia;
- Actively measuring how each initiative is working and continually optimize strategy and execution; and
- Establishing good relationships with the agents, partners, media, and parents.

Who Must You Be?

To successfully fill this role, you will have the right attitude, behaviours, skills, and values that follow:

- At least 5 years of work experience in relevant marketing field(s);
- Prior experience in the marketing and/or education sector is a plus;
- A self-starter with a sense of urgency with the ability to work pro-actively;
- A high standard of spoken and written English; copy-writing and editing are essential for the role;
- Commercially-minded with an excellent understanding of performance and digital marketing;
- Enthusiastic, confident and sociable; excellent communication and people skills;
- Must be a doer and see ideas through from inception to reality; ability to organize, multi-task, project manage and deliver results under pressure;
- A desire to experiment (creatively and cost effectively!) and the ability to make quick adjustments to changing conditions;
- Extremely organized, detail-oriented and motivated to follow-up on any and every enquiry with a view to achieving results;
- Strong network / relationships with key media players / agencies / KOLs.

Who Are We?

Epsom College in Malaysia (“ECiM”) is a partnership with Epsom College UK, a leading independent co-educational boarding school in the United Kingdom. ECiM is located on a 50-acre site adjacent to Kuala Lumpur International Airport, an hour drive from Kuala Lumpur. The proximity to the airport and common shareholder relationship has allowed ECiM to leverage AirAsia’s extensive ASEAN route network and access to discounted fares – allowing for weekly boarding by international students and / or frequent parent visits and opening up a plethora of sporting and educational field trip opportunities. ECiM opened its doors to students in September 2014 and currently has a population of just under 400 pupils, most whom board full-time. Further information on ECiM is available on <http://www.epsomcollege.edu.my/>.