

## **Deputy Director, Office of Public Affairs, Communications and Alumni**

The Deputy Director for Office of Public Affairs, Communications and Alumni (OPACA) is to assist the Director to implement marketing plan to reach the target of enrollment set by the University to get the maximum output as stated in the marketing work plan.

### **RESPONSIBILITIES**

The Deputy Director for OPACA assumes the overall responsibilities as follows:

- Work with the Director for devising Marketing and enrolment strategy and marketing activities;
- Develop marketing and promotional materials;
- Coordinate with a wide range of high schools, parents, guardians, and customers to recommend them UC programs;
- Implement and manage marketing events, activities, and/or exhibitions that are put into place;
- Research and collect information for keeping in the picture of latest development and standard fees of the market and provide recommendation for action required;
- Writing content and promotional material for the university;
- Work closely with the IT Office to upload marketing material and information to online library, website, face book, and other social media;
- Develop Alumni networking strategy;
- Proficiency in English and Khmer.

### **QUALIFICATIONS, KNOWLEDGE AND SKILLS**

- Bachelor degree in Marketing or other relevant field with at least two years working experience in the above mention scope of work;
- Customer service;
- Know how skills;
- Know how on protocol addressing and on professional work ethics;
- Time management;
- Must be a strong sales person with the ability to negotiate, as well as building and maintaining good relations with others;
- Problem solving and decision making skills;
- Excellent oral and written communication;
- Proficiency in English and Khmer.

### **PERSONAL ATTRIBUTES**

- Honest and trustworthy;
- Respectful;
- Possess cultural awareness and sensitivity;
- Flexible and
- Demonstrate a sound work ethic.