Assistant for Office of Marketing and Public Relations (MPR)

PURPOSE OF THE POSITION

The Assistant for the Office of Marketing and Public Relations is to assist Director to implement the marketing plan to reach the target of enrollment setting by University and in to get the maximum output as per stated in the marketing work plan.

SCOPE

- Assist marketing Director and supporting the marketing team with marketing activities;
- Assist with developing of marketing and promotional materials;
- Coordinate with a wide range of high schools, parents, guardians, and customers to recommend them on UC programs;
- Provide support for marketing events, activities, and/or exhibitions as required
- Assist with the collection of information for keeping in the picture of latest development and standard fees of the market;
- Writing content and promotional material for the university;
- Working closely with IT Office to upload marketing material and information to online library, website, face book, and other social media;
- Maintain documents and promotional materials.

QUALIFICATION

Bachelor degree in Marketing or other relevant field with at least two years working experience in the above mention scope of work.

KNOWLEDGE, SKILLS AND PERSONAL ATTRIBUTES

Knowledge
- Customer service
- Know how skills
- Know how on protocol addressing and on professional work ethics
- Time management

Skills
- Must be a strong sale person, ability to negotiate, build and maintain good relations with others.
- Problem solving and decision making skills
- Excellent oral and written communication.

Personal Attributes
- Friendly
- Highly Responsible and confidentiality
- Highly professional
- Be honest and trustworthy
- Be respectful
- Be flexible, highly motivate and creative
- Demonstrate sound work ethics

Report line
This position is requiring reporting to Director of Marketing and Public Relations.