Director for the Office of Marketing and Public Relations

PURPOSE OF THE POSITION

Director for the Office of Marketing and Public Relations is responsible for developing marketing plan and budget plan and maintain marketing strategies to meet the target of enrollment of the university as whole. Build up strong networking with other stakeholders and students. The responsibilities include conduct research on customer need and market conditions as well as oversees all advertisement and promotional materials and activities and staff.

SCOPE

- Responsible for marketing of UC and CES programs;
- Develop an annual marketing plan, action plan and budget plan to meet UC enrollment target;
- To implement and deliver activities within the approved budget and plan;
- To supervise marketing staff and sale;
- To conduct market research in order to identify market requirements for current and future direction of skills demand;
- Working with other colleges and offices to develop marketing and promotional materials and advertisements;
- To analyze and indentify potential customers and sponsors or donors;
- To demonstrate the ability to interact and cooperate with difference stakeholders or company employees;
- To build trust, value others, communicate effectively, focus on delivery to customers, collaborate with others, solve problems, creativity and demonstrate high integrity;
- Maintain professional relationship internal and external to meet university core values.

QUALIFICATION

MA degree in marketing or other relevant field with minimum 4-years working experience in the above mention scope of work. Be able to develop a marketing plan. Command of English, computer literacy and highly professional.

KNOWLEDGE, SKILLS AND PERSONAL ATTRIBUTES

Knowledge

- Understanding of a varied of fundraising techniques
- Know how on protocol addressing and on professional work ethics and circumstance
- Must be able to manage a budget
- Time management
- Planning and Leadership

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
- 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 Vice-President for Operations.