



Title:	Programme Consultant, Future Student Centre
School/Department:	Future Students Centre (FSC); UNM Campus
Appointment Status:	Contract For Service

Specific Service:

No.	Description
1	<p>The Programme Consultant is responsible for generating new student enrolments, according to targets, for UNM programs via direct channels which include leads generated via walk-ins, phone-ins, e-mails, web-forms and leads acquired via digital marketing through search marketing, social media marketing, education aggregators and any other sources assigned by the Line Manager.</p> <p>In consultation with the Line Manager, the Programme Consultant is expected to contribute to the development of recruitment strategies, improve lead to enrolment conversion rates and deliver a high level of customer service that will ensure targets are met. This involves ensuring compliance with the Unit and University policies, procedures, and relevant legislations.</p> <p>Minimal travel is required in this role as most of the recruitment process will be executed on-campus in person, via phone or through digital platforms. The position resides within the Future Student Centre and will report to the Assistant Manager of the Future Student Centre.</p> <p>Selected key responsibilities for this role include the following:</p> <ul style="list-style-type: none">• Providing future students with accurate information about studying at the university which includes programme information, accommodation, scholarships, visas, exchange, transfer and study abroad opportunities and more.• Contributing to the development and management of relationships with a range of stakeholders including agents and other external stakeholders.• Supporting the coordination and successful execution of Open Day and Recruitment events on campus.• Ensuring efficient and effective processing of student applications and conversion activities from offers into enrolments. <p>The position works closely with academic and administrative staff at UNM and liaises with colleagues in UNUK and UNNC to ensure consistency in corporate style and efficient use of resources.</p>
2	<p><u>Student Recruitment</u></p> <ul style="list-style-type: none">• Prepare and implement, in collaboration with the Assistant Manager, specific recruitment strategies adapted to the needs of each channel.• Responsible for the achievement of student enrolment through effective implementation of marketing strategies and activities.• Handle conversion of enquiries and leads to enrolments.• In collaboration with other Units of the University, assist students as required with ongoing non-academic issues such as visa matters and assistance in settling down in new study environment.
3	<p><u>Policies and procedures</u></p> <ul style="list-style-type: none">• Contribute to policy development and strategic planning activities of the direct recruitment section as well as the Unit.• Ensure that all recruitment and admissions activities comply with relevant UNM/regulatory policies and procedures.

4	<u>Admissions</u> <ul style="list-style-type: none"> • Ensure that applications, offers and acceptances are managed according to UNM procedures, policies and service standards. • Liaise with relevant Admissions colleagues to ensure that applications are processed according to agreed protocols in relation to quality and turnaround times. • Contribute to the refinement of policy and procedural matters in relation to Admissions function for programs offered by UNM.
5	To attend to additional duties reasonably related to the role as required by the line manager, Head of Department, Director or Provost/CEO.

Knowledge, skills, qualifications & experience

	Essential	Desirable
Qualifications/ Education	Diploma	Degree
Skills/ Training	<ul style="list-style-type: none"> • A level of maturity consistent with the requirements of the position for independent work, initiative, and travel. • Excellent communication skills and etiquette of various modes (including phone, email and online chats) with a focus in converting enquiries and leads into enrolments. • Pleasant personality with strong customer service focus and able to develop a good working relationship with students, staff members and partners. • A good command of written and spoken English and Bahasa Malaysia. • Intermediate knowledge of Microsoft Office software, especially MS Word, MS Excel, and MS Power Point and digital collaboration tools. • Willingness to work additional hours as and when required to meet recruitment targets. 	<ul style="list-style-type: none"> • Ability to speak, read and write in Mandarin • Marketing experience in an educational institution. • Knowledge of the Malaysia education system and framework, and of government policy regulating higher education advertising and promotion.
Experience	Minimum 1-2 years working experience in a sales environment.	Minimum 1-2 years' working experience in related field.