



## JOB DESCRIPTION

<b>Job Title:</b>	<b>Executive, Future Student Centre</b>
<b>School/Department:</b>	<b>Future Student Centre</b>
<b>Job Family and Level:</b>	<b>Executive - Level 3</b>
<b>Contract Status:</b>	<b>Permanent</b>
<b>Location:</b>	<b>Future Student Centre Office (Semenyih and Petaling Jaya)</b>
<b>Reporting To:</b>	<b>Assistant Manager of Future Student Centre</b>

### Specific role:

No.	Description
1	<p>The Executive 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 Executive 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"> <li>• 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.</li> <li>• Contributing to the development and management of relationships with a range of stakeholders including agents and other external stakeholders.</li> <li>• Supporting the coordination and successful execution of Open Day and Recruitment events on campus.</li> <li>• Ensuring efficient and effective processing of student applications and conversion activities from offers into enrolments.</li> </ul> <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><b><u>Student Recruitment</u></b></p> <ul style="list-style-type: none"> <li>• Prepare and implement, in collaboration with the Assistant Manager, specific recruitment strategies adapted to the needs of each channel.</li> <li>• Responsible for the achievement of student enrolment through effective implementation of marketing strategies and activities.</li> <li>• Handle conversion of enquiries and leads to enrolments.</li> <li>• 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.</li> </ul>

3	<p><b><u>Policies and procedures</u></b></p> <ul style="list-style-type: none"> <li>• Contribute to policy development and strategic planning activities of the direct recruitment section as well as the Unit.</li> <li>• Ensure that all recruitment and admissions activities comply with relevant UNM/regulatory policies and procedures.</li> </ul>
4	<p><b><u>Admissions</u></b></p> <ul style="list-style-type: none"> <li>• Ensure that applications, offers and acceptances are managed according to UNM procedures, policies and service standards.</li> <li>• Liaise with relevant Admissions colleagues to ensure that applications are processed according to agreed protocols in relation to quality and turnaround times.</li> <li>• Contribute to the refinement of policy and procedural matters in relation to Admissions function for programs offered by UNM.</li> </ul>
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**

	<b>Essential</b>	<b>Desirable</b>
Qualifications/ Education	Diploma	Degree
Skills/ Training	<ul style="list-style-type: none"> <li>• A level of maturity consistent with the requirements of the position for independent work, initiative, and travel.</li> <li>• Excellent communication skills and etiquette of various modes (including phone, email and online chats) with a focus in converting enquiries and leads into enrolments.</li> <li>• Pleasant personality with strong customer service focus and able to develop a good working relationship with students, staff members and partners.</li> <li>• A good command of written and spoken English and Bahasa Malaysia.</li> <li>• Intermediate knowledge of Microsoft Office software, especially MS Word, MS Excel, and MS Power Point and digital collaboration tools.</li> <li>• Willingness to work additional hours as and when required to meet recruitment targets.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to speak, read and write in Mandarin, Arabic, Tamil, Hindi, or Bahasa Indonesia.</li> <li>• Marketing experience in an educational institution.</li> <li>• Knowledge of the Malaysia education system and framework, and of government policy regulating higher education advertising and promotion.</li> </ul>
Experience	Minimum 3 years working experience in a related field	