

JOB DESCRIPTION

Job Title:	Director of Professional and Continuing Education
School/Department:	Professional and Continuing Education
Job Family and Level:	PSS - Level 6
Reporting To:	Director, Student Recruitment and Marketing
Job Summary:	The Director of Professional and Continuing Education (PaCE) provides strategic, commercial, and operational leadership for the University's executive and professional education portfolio, including Accreditation of Prior Experiential Learning (APEL). The role is responsible for driving sustainable revenue growth, strengthening industry engagement, developing innovative lifelong learning offerings, and enhancing institutional reputation through high-quality executive education programmes. The Director owns the PaCE business plan and P&L and leads the design and delivery of open-enrolment, customised corporate, government, and professional development programmes, working closely with the line manager, the Vice-Provost of Teaching & Learning, Deans, Heads of Schools, Careers Advisory Service and Alumni & Donor Relations.

Core Responsibilities:

No.	Description
1.	Lead, manage and develop the functions, processes and policies of PaCE to scale regionally, with responsibility for annual revenue, profit margins, and growth targets through a high commercial acumen and entrepreneurial mindset.
2.	Gather and analyse quantitative and qualitative data to guide decision making at the team, departmental and university levels with a high level of strategic thinking.
3.	Lead the development of marketing messages and collaterals for domestic and international markets.
4.	To work collaboratively with internal teams at UNM and the UK and China campuses for dual or tri-campus opportunities, including sourcing subject matter experts across all three campuses for programme delivery.
5.	Lead proposal submissions, contract negotiations, trainer selection and management, and all related commercial and operational activities to deliver high-quality and profitable programmes.
6.	Develop and maintain strong relationships with C-suite executives, trade bodies, professional bodies, government agencies, and relevant partners to generate repeat business and recommendations through strong influencing, negotiating and engagement skills.
7.	Strong written skills to produce country and market analyses and strategy for market and product development.
8.	Develop, manage and be responsible for a detailed department and programme budget through strong financial management skills.
9.	Coach and motivate staff and provide ongoing mentorship and professional development.
10.	Performs other duties as assigned by the Line Manager.

First Three-Year Strategic Objectives

Year 1

- Establish growth strategy and operating model.
- Implement CRM and sales pipeline management.
- Launch priority executive education programmes.

Year 2

- Expand customised corporate portfolio.
- Introduce micro-credentials and digital learning pathways.
- Grow international executive education partnerships.

Year 3

- Position the University as a recognised regional executive education provider.
- Achieve sustainable revenue growth and strong profitability.
- Establish flagship leadership and industry transformation programmes.

Key Performance Indicators

- Commercial
 - Annual revenue growth
 - EBITDA / contribution margin
 - Corporate contract value
 - Average programme profitability
 - Pipeline conversion rate
- Market and Reputation
 - New strategic partnerships
 - Repeat client rate
 - Industry engagement activity
 - Executive education rankings and reputation indicators
- Customer Experience
 - Participant satisfaction
 - Client satisfaction
 - Net Promoter Score (NPS)
- Portfolio Development
 - New programme launches
 - Micro-credential enrolments
 - Digital programme participation
- People and Operations
 - Staff engagement
 - Team performance
 - Delivery quality and compliance

Job Requirements:

No.	Description
1.	Candidates must possess a Bachelor's degree or equivalent. A Master's or Doctoral degree will be advantageous.
2.	At least ten years' experience of progressive leadership experience in executive education, higher education, consulting, professional services or corporate learning, including five years of managerial/supervisory experience and three years in a similar role. Experience within a leading university or education provider for executive education will be advantageous.
3.	Demonstrated track record of continuously achieving significant and sustainable revenue growth by developing, launching and scaling professional development programmes. International executive education with at least three years of experience delivering programmes for clients outside Malaysia or regionally will be advantageous.
4.	Possess effective communication skills and a strong written and spoken command in English. Proficiency in other languages would provide a significant advantage.
5.	Excellent negotiating and presentation skills with the ability to communicate with a wide range of people internally and externally at different levels, including a strong customer service mindset.
6.	Experience in producing analytical reports with commentary and strategic recommendations to contribute to regional and country strategies.
7.	Proven ability to lead and manage a commercial team and managing budgets with a P&L responsibility. Experience managing contract trainers will be an advantage.
8.	Highly motivated, independent, results-oriented and a team player with a respectful and supportive management style.
9.	Willing to undertake significant travel locally and abroad, including by plane.
10.	Willing to work beyond normal working days and hours as required in the role.