

## ROLE PROFILE

<b>Position Title:</b>	Assistant Manager (Commercially known as Regional Manager)
<b>Department/School:</b>	Student Recruitment
<b>Division/Faculty</b>	Student Recruitment and Marketing (SRM)
<b>Reporting to (role):</b>	Deputy Head (Domestic), Student Recruitment
<b>Role summary:</b> *	Manage student recruitment initiatives, partnerships, and stakeholder engagement to drive enrolment growth, while supporting Deputy Head in strategic planning, team coordination and data-informed decision making.

### Generic roles

No.	Description
1.	Drive student engagement and recruitment opportunities to meet or exceed enrollment targets. This may change as required based on the university's needs.
2.	Responsible for the systematic collection, validation, and entry of prospective student leads gathered from recruitment activities and events (e.g. school visits, education fairs, and open days). Ensure all lead data is accurate, complete, and promptly updated into the Salesforce CRM system to enable effective follow-up and conversion by the Future Students team.
3.	Collaborate and maintain good relationships with internal departments, including Admissions, Finance, Student Registry, Accommodation, Career Advisory Services, Student Association, and Faculties, to provide comprehensive support and information.
4.	Develop and maintain strong partnerships with schools and colleges to promote the university and generate prospective student leads from assigned regions.
5.	Manage recruitment agents to ensure effective student recruitment, performance monitoring, and compliance with university policies. Provide training and support to appointed representatives and partners, ensuring they are equipped with up-to-date knowledge about the university's programmes and key developments.
6.	Supporting major recruitment events such as Campus Open Day, Info and Application Days.
7.	Performs other duties assigned by the Line Managers.

### Specific roles

No.	Description	Required Competency
1.	Provide guidance and support to recruitment team members while assisting with Deputy Head in team coordination and performance management	Leadership and coaching, team coordination
2.	Analyse recruitment data and market trends to produce insights and reports that support strategic decision-making	Data Analysis and interpretation, Analytical thinking, Strategic insight, use of CRM and data systems
3.	Support the Deputy Head in recruitment planning, decision-making and implementation of strategic initiatives	Strategic thinking, decision support analysis, project management
4.	Identify, develop and manage partnerships and articulation pathways with universities and colleges in Malaysia to strengthen feeder channels and support student recruitment growth	Business development, negotiation, relationship building

### Job Requirements:

Specification	Essential	Desirable
Qualifications/Education	Bachelor Degree or higher	Bachelor Degree or higher
Knowledge and Skills	<ul style="list-style-type: none"> <li>Sales and customer service</li> <li>Strong communication skills</li> <li>Presentation and public speaking skills</li> <li>Relationship building skills</li> <li>Organisational and time management</li> <li>Problem Solving and Initiative</li> </ul>	<ul style="list-style-type: none"> <li>Event management</li> <li>Data and reporting skill</li> <li>Attention to detail</li> </ul>
Working Experience	A minimum of 7 relevant years of experience in higher education.	More than 8 years in higher education
Personal traits/values	<ul style="list-style-type: none"> <li>Team oriented</li> <li>Proactive and self-motivated</li> <li>Willing to travel and work on occasional weekends</li> </ul>	<ul style="list-style-type: none"> <li>Adaptability and resilience</li> <li>Positive attitude and energy</li> </ul>