

ROLE PROFILE

Position Title:	Executive, Future Student Centre
Department/School:	Future Students Centre
Division/Faculty	Student Recruitment & Marketing
Position Level:	Level 3B
Reporting to (role):	Assistant Manager of Future Students Centre
Location :	University of Nottingham Malaysia (Semenyih Campus)

Generic roles

No.	Description
1.	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.
2.	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.
3.	Contributing to the development and management of relationships with a range of stakeholders including agents and other external stakeholders.
4.	Supporting the coordination and successful execution of Open Day and Recruitment events on campus.
5.	Ensuring efficient and effective processing of student applications and conversion activities from offers into enrolments

Specific roles (*Responsibilities to the department, function, or subject area*):

No.	Description	Required Competency
1.	<u>Enrolment & Conversion</u> 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.	- Sales and Conversion Optimization
2.	<u>Policies and procedures</u> - 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.	- Strategic Thinking & Planning - Policy Development
3.	<u>Admissions</u> - 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.	- Knowledge of Policies & Procedures - Attention To Details - Process Management - Team Collaboration
4.	To attend to additional duties reasonably related to the role as required by the line manager, Head of Department, Director or Provost/CEO.	

Job Requirements:

Specification	Essential	Desirable
Qualifications/Education	Degree	Degree
Knowledge and Skills	- 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 on 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. - Language Proficiency: Fluent in English, Mandarin, and Bahasa Malaysia, with strong written communication skills in English and Bahasa Malaysia. - Intermediate knowledge of Microsoft Office software, especially MS Word, MS Excel, and MS Power Point and digital collaboration tools (Salesforce, Twilio, etc.) - Willingness to work additional hours as and when required to meet recruitment targets.	- Marketing experience in an educational institution. - Knowledge of the Malaysia education system and framework, and of government policy regulating higher education advertising and promotion.
Working Experience	Minimum 2 years' working experience in a sales environment	Minimum 2 years working experience in a related field.



Personal traits/values	- Strong Interpersonal Skills - Empathy - Adaptability - Problem-Solving Ability - Patience - Professionalism - Goal-Oriented - Organizational Skills - Persuasiveness
Others	