



JOB DESCRIPTION

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Job Title:	Assistant Manager-Sales & Marketing
Department:	Marketing Centre
Reporting to:	Head of Berjaya TVET College

Job Purpose

Responsible for the various enrolment services activities to promote programmes offered by Berjaya TVET College (BTVET College) through market intelligence planning and implementing efficient and effective sales & marketing strategies.

Duties and Responsibilities

1. Responsible to achieve set targets in student enrolment.
2. Initiates and implements direct outreach marketing efforts to potential student markets in collaboration with academic faculties.
3. Responsible for planning, organizing, coordinating and implementing a wide variety of school promotional activities and recruitment event.
4. To provide information, advice and guidance for potential students and their parents on the programmes offered by the BTVET College and to achieve set targets in student enrolment.
5. Managing organizational sales by developing a business plan that covers sales, revenue, and expense controls.
6. Lead the development and delivery of a marketing and students recruitment strategy for the BTVET College.
7. To foster good relationship with school's counsellors to enable various promotional activities being carried out in the schools.
8. Work in close liaison with other marketing colleagues and manages the team to deliver the needed results.
9. To assist in market research and competitor analysis.
10. Developing your sales team through motivation, counselling, and product knowledge education.
11. Provides leadership and direction in the development, implementation, and monitoring of the strategic marketing plan for both international and local student recruitment for BTVET College.
12. Establishes and implements short and long range marketing goals, objectives, policies, and procedures for the marketing department to meet targets
13. To liaise with Student Recruitment Agents to provide and manage monthly recruitment activities.
14. Overseeing the activities and performance of the sales team.
15. To perform other duties, including the administrative tasks assigned by your superior from time to time.

Job Specification**1. Minimum Academic/Professional Qualification**

- a) At least Bachelor's degree in Sales/Marketing/Business/Management/Administration or related disciplines.

2. Related Experience

- a) At least five (5) years of working experience in the similar capacity.

3. Essential Competencies (Knowledge, Skills & Abilities)

- (a) Good command of English and Bahasa Malaysia in written and spoken.
- (b) Creative, resourceful, customer focus and result oriented.
- (c) Ability to communicate with students and parents in a courteous and professional manner.

4. Desirable Attributes (Behavioral)

- a) Ability to work independently.
- b) Highly initiative and resourceful.
- c) Excellent communication and interpersonal skills
- d) Excellent organizational and problem solving skills
- e) Strong team player, energetic and able to work under pressure.
- f) Must be a self-starter and is highly committed and motivated to the job

5. Others

- a) Willing to travel and possess a valid driving license.
- b) Willing to work at irregular/long hours/weekends when necessary.