



## JOB DESCRIPTION

Revision No.: 001  
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Job Title:	Executive – Sales & Marketing
Department:	Sales & Marketing
Reporting to:	Manager, Sales & Marketing

### Job Purpose

Responsible for the various enrolment services activities to promote programmes offered by BERJAYA TVET COLLEGE through market intelligence planning and implementing efficient and effective sales strategies to meet student recruitment target.

### Duties and Responsibilities

1. Responsible and accountable to achieve set targets in student enrolment.
2. To assist for planning, organizing, coordinating and implementing a wide variety of pre-sales and sales promotional activities and recruitment event. E.g. Campus tour/Competition/ BERJAYA TVET COLLEGE roadshow.
3. To provide information, advice and guidance for potential students and their parents on the programmes offered by the BERJAYA TVET COLLEGE and to achieve set targets in student enrolment.
4. Participate in all pre-sales, sales and marketing activities and also social media platform to drive recruitment number and customer referrals.
5. To assist in market research and competitor analysis.
6. To submit weekly progressive report to immediate superior.
7. 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 Hospitality/Marketing/Business/Management/Commerce or related disciplines.

#### 2. Related Experience

- a) At least two (2) years of working experience in the similar capacity.

#### 3. Essential Competencies (Knowledge, Skills & Abilities)

- a) Required language(s): English, Chinese and Bahasa Kebangsaan.
- b) Good command of English and Bahasa Malaysia in written and spoken.
- c) Creative, resourceful, customer focus and result oriented.
- d) 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) Ownership and accountable.
- d) Excellent communication and interpersonal skills
- e) Excellent organizational and problem solving skills
- f) Strong team player, energetic and able to work under pressure.
- g) 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