

Sales & Marketing Director

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Company: Career Master

Location: Malaysia

Category: other-general

Client's Profile:

One of the renowned Private College that has been around for more than 60 years. They aim to become the choice of continuous learning with global recognition.

Working Days: 5.5

Attractive Benefits Included:

Fixed Basic

Variable Bonuses

Insurances Coverage

Friendly, well-organized, systematic, high-technology environment to work in

Interested candidates, kindly REGISTER your Job Seeker Profile with CareerMaster & APPLY NOW!

Shortlisted candidates will be notified.

JOB RESPONSIBILITIES:

Setting the overall direction and strategic plans for Local and International Business

Identifying and developing potential growth opportunities for local and overseas markets

Analyse market trends, formulate counter-strategies, develop and regularly revise business plans, implement strategies for growth to meet/exceed business objectives. department

Expand local and overseas markets through online platforms and campaigns to drive awareness and sales

Leads, facilitates and implement branding initiatives and cross channel marketing campaigns

Spearhead the recruitment sales activities such as roadshows, career fairs, and course previews

Build strong and reliable relationships with new and existing local/overseas stakeholders, in-country managers, agents, institutions, etc., as well as internal stakeholders

Manage the local and international sales team and set overall strategic plans

Plays an analytical role in conducting research and performing analyses on the performance of the Local Business department ensuring prompt delivery and accuracy of monthly/quarterly reports to senior management

Liaise and work closely with various Head of Schools on their budget and enrolments

Responsible for meeting/exceeding the budgeted revenue and local/international student enrolment targets of the financial year

Oversee marketing function

JOB REQUIREMENTS:

Degree in Business Administration, Marketing, or a related field

Minimum 10 years of experience in sales and marketing in the education sector, preferably in Private Education Institute

Strong knowledge of commercial operations, analytical thinking and business acumen

Strategic thinker with strong influencing, problem-solving and negotiating skills

Strong leadership and team management skills to build and motivate high performing teams

Excellent communication and interpersonal skills

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