

Job Description – NUMed Malaysia Sdn Bhd

Senior Manager – Marketing & Communication NUMed Malaysia

Main Purpose

The Senior Manager - Marketing & Communications will provide strategic leadership for all marketing, communications and recruitment activities at NUMed Malaysia. The role encompasses brand management, digital marketing strategy, internal and external communications, student recruitment across all programmes, community outreach and marketing research to establish NUMed as the premier destination for medical education in the region.

Main Duties and Responsibilities

This role includes but is not limited to the following tasks/duties:

Strategic Planning and Leadership

1. Develop and implement comprehensive marketing and communications strategies that align with Newcastle University's global brand and internationalisation objectives.
2. Lead the development of annual recruitment plans to attract, cultivate and yield prospective students across programmes offered at NUMed Malaysia.
3. Identify budget requirements and establish business cases for marketing expenditure, ensuring optimal allocation of resources
4. Provide strategic direction for brand positioning and market penetration in domestic and international markets

Marketing and Communications Management

5. Drive creative marketing solutions ensuring integration across all channels for maximum impact
6. Oversee the development and continuous improvement of publications, digital content and promotional materials to ensure quality, accuracy and brand consistency
7. Manage comprehensive marketing campaigns utilising the full marketing mix, including oversight of external agencies and suppliers
8. Lead social media strategy development and implementation across all platforms, maintaining current intelligence on trends and channels in Malaysia and internationally

Data Analysis and Performance Management

9. Gather and analyse quantitative and qualitative data to guide decision-making at team, departmental and university levels

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10. Develop metrics and assessment methodologies to monitor overall effectiveness of marketing strategies
11. Review effectiveness of student recruitment channels and costs to optimise return on investment
12. Produce regular marketing reports for senior leadership, tracking progress against recruitment targets

Stakeholder Relationship Management

13. Develop and maintain strategic relationships with key stakeholders including partner organisations, educational institutions, recruitment agents, government agencies and alumni
14. Work collaboratively with Newcastle University's External Relations Directorate
15. Provide comprehensive training and support to appointed representatives and partners, ensuring current knowledge of programmes and university developments

Team Management and Development

16. Recruit, lead and manage the marketing and communications team, including direct supervision of colleagues within the team
17. Develop and embed professional marketing and communications practices within the team
18. Effectively manage and prioritise human and financial resources to meet strategic objectives

Corporate Communications and Events

19. Be responsible for content and quality of all corporate communications including PR, advertising campaigns and internal communications
20. Be accountable for delivery of high-quality corporate events such as Open Days, events and campus visits
21. Manage portfolio of advertising in Malaysia and internationally, ensuring maximum reach and impact

Market Research and Intelligence

22. Conduct market research and produce country and market analyses contributing to ongoing development of recruitment strategies
23. Undertake research for both marketing purposes and product/programme development
24. Monitor developments in higher education, marketing communications and public relations to maintain competitive advantage

Administrative and Operational Duties

25. Prepare, monitor and adhere to allocated budgets whilst seeking opportunities for cost optimisation
26. Ensure compliance with all regulatory requirements and university policies
27. Perform such additional duties as may be prescribed by the Chief Operating Officer to support effective functioning of the department

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Person Specification

	Qualifications	Essential or Desirable (E or D)
1	Bachelor's degree or equivalent	E
	Master's degree in Marketing, Management, Communications or related discipline	D
	Professional marketing qualification	D
	Knowledge, Skills and Experience	
1	Minimum 5 years' senior marketing experience in higher education or related sector	E
2	Proven experience developing and implementing successful marketing and communications strategies	E
3	Experience of team leadership and management, Knowledge of education systems and academic qualifications in relevant markets	E
4	Experience working with CRM systems and contact strategy development	E
5	Experience of working in Malaysia higher education market and international recruitment	D
6	Experience of web content management and digital platforms	D
7	Knowledge of regulatory environment in Malaysian education sector	D
8	Current knowledge of digital marketing technologies and social media platforms	E
9	Expert knowledge of market research methodologies and data analytics	E
10	Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Access)	E
11	Knowledge of marketing budget management and ROI analysis	E
12	Experience with marketing automation platforms	D
13	Knowledge of SEO/SEM and digital advertising	D
14	Outstanding written, oral and presentation skills	E
15	Strong analytical, research and report writing capabilities	E
16	Excellent organisational and project management skills	E
17	Creative awareness and understanding of multimedia marketing disciplines	D
18	Experience of crisis communications management	D
	Attributes and Behaviours	
1	Demonstrated leadership capabilities with ability to drive organisational priorities	E
2	Strong people management skills with experience developing and motivating teams	E

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3	Ability to work independently whilst collaborating effectively across sections	E
4	Results-oriented approach with focus on achieving strategic objectives	E
5	Strong sense of personal and team accountability	E
6	High attention to detail with commitment to quality standards	E
7	Willingness to work flexible hours and travel internationally as required	D
8	Strong brand ambassador qualities	D
9	Excellent relationship building capabilities across all organisational levels	D
10	Approachable and supportive management style	D
11	Ability to communicate effectively with diverse stakeholder groups	D

HR Office Use Only	
SAP Position Number:	
Grade:	
Effective Date:	07/03/2019