

Job Description – NUMed Malaysia Sdn Bhd

Marketing Assistant NUMed Malaysia

Main Purpose

The Marketing Assistant provides essential administrative and operational support to the marketing and communications team, working under the supervision of the Marketing Executive. The role involves supporting day-to-day marketing activities, maintaining databases, coordinating communications, and assisting with recruitment events to ensure the smooth operation of the department and contribute to the achievement of student recruitment targets.

Main Duties and Responsibilities

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

Administrative Support and Database Management

1. Maintain and update student enquiry databases, ensuring accurate data entry.
2. Process and distribute enquiries from prospective students and parents to appropriate team members in a timely manner
3. Prepare and distribute marketing materials and information packs to prospective students and recruitment partners
4. Maintain filing systems for marketing materials, recruitment records, and correspondence
5. Monitor and update the CRM system with student interactions and enquiry outcomes

Communications and Customer Service Support

6. Provide initial response to general enquiries via telephone and email, redirecting complex queries to appropriate staff members
7. Assist with the preparation and distribution of marketing communications including newsletters, email campaigns, and social media content
8. Support the coordination of photography and videography requirements for marketing materials
9. Assist with proofreading and quality checking of marketing materials before distribution
10. Maintain contact lists for media, partners, and stakeholders

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Event and Recruitment Support

11. Provide logistical support for recruitment events, open days, and exhibitions including booking arrangements and material preparation
12. Assist with event registration processes and attendee management
13. Support the setup and organisation of promotional displays and materials at recruitment events
14. Coordinate travel arrangements and accommodation bookings for recruitment activities
15. Assist with post-event follow-up activities and data collection

Research and Analysis Support

21. Conduct basic market research tasks including competitor analysis and data compilation
22. Assist with the preparation of reports and presentations for management
23. Support data collection activities for marketing campaigns and recruitment initiatives
24. Maintain records of marketing expenditure and assist with budget monitoring

General Support Duties

25. Provide general administrative support to the marketing team including diary management and meeting coordination
26. Assist with compliance monitoring for data protection regulations (PDPA/GDPR)
27. Undertake any additional duties as may be required to support the effective functioning of the department

Person Specification

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| | Qualifications | Essential or Desirable (E or D) |
|---|--|---|
| 1 | Diploma in Marketing, Communications, Business Studies or related discipline | E |
| 2 | Bachelor's degree in Marketing, Communications, Business Studies or related discipline | D |
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| | Knowledge, Skills and Experience | |
| 1 | Minimum 1 year experience in administrative or marketing support role. | E |
| 2 | Fresh graduates are encouraged to apply. | D |

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| 3 | Basic knowledge of Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) | E |
| 4 | Experience in customer service or client-facing roles | D |
| 5 | Good written and verbal communication skills in English | E |
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| Attributes and Behaviours | | |
| 1 | Strong attention to detail and accuracy in work output | E |
| 2 | Excellent organisational and time management skills | D |
| 3 | Ability to work effectively as part of a team | E |
| 4 | Professional telephone manner and customer service orientation | D |
| 5 | Willingness to work flexible hours during peak recruitment periods | D |

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