

## **IMMEDIATE JOB VACANCY**

In our pursuit to be the leading Private Higher Education Institution in the fields of Geomatics and Geospatial Technology education and professional development, we invite suitably qualified, talented and passionate people to join our team in the following positions to support our establishment and growth.

### **POSITION : SENIOR EXECUTIVE / EXECUTIVE (MARKETING & STUDENT RECRUITMENT)**

#### **JOB DESCRIPTION :**

- Responsible for the promotion of the college's and the company's brand, products or services.
- Responsible for developing effective marketing campaigns using promotional events, materials and advertising campaigns together with analysis of market trends and keeping up to date with consumer needs and competitors' positions
- Organizing events and sponsorships, and conducting research and analysis of current client's needs and future trends.
- Involve in developing marketing plans
- Implementing marketing strategies, advertising campaigns and public relations strategies to increase their company's sales
- Involve in business development activities as approved by the Board.
- To prepare the annual budget of the sales, marketing and business development activities.
- To execute the student recruitment activities for student intake program
- To build up good relationship with related external parties for promotion of the College's product and services
- To identify new opportunities for the college's product and service portfolio

#### **Skills/Qualifications:**

- A Degree / Diploma holder with at least 3 years experience in education industry or other related industry
- Good knowledge of MS Office and other marketing tools
- Well-organized with a customer-oriented approach
- Have an understanding of marketing principles and planning
- Good communication skills
- Good Management and Leadership skills

**Those interested to apply, please email your resume to :**

**RECRUITMENT TEAM GSTC**  
Email : [hr.gsgeg@gstc.edu.my](mailto:hr.gsgeg@gstc.edu.my)  
before 20<sup>th</sup> March 2022