IKLAN: UNITEN/SM (ADS) NO.11/2023

Universiti Tenaga Nasional (UNITEN) is one of the leading private universities in Malaysia, fully owned by Tenaga Nasional Berhad, the Malaysian largest power utility company. We offer accredited academic programmes and professional training of high quality. In line with our rapid expansion, we invite qualified, self-motivated and dynamic individuals with drive to excel and grow to join our team as :-

HEAD
MARKETING, ADMISSION, CORPORATE AFFAIR AND CUSTOMER RELATION DEPARTMENT

Report to Chief Operating Officer, Universiti Tenaga Nasional Sdn. Bhd. (UNITEN). The incumbent is responsible for the following: -

RESPONSIBILITIES:

Responsible for Marketing, Admission, Corporate Affair and Customer Relation of the university as stipulated below :-

- Marketing and Promotion
  - Plan, coordinate and implement UNITEN Marketing and Promotion strategies locally and internationally through conventional and new media including social media, digital media.
  - Able to conceptualize, develop and execute creative and strategic plans for advertising and promotional materials to achieve objectives on student intake.
  - Lead, inspire and work collaboratively with the marketing team and external agents.
  - Plan and enhance market intelligence activities.
  - Create and coordinate promotional and marketing events including road shows, booth, etc.
  - Plan and manage budget for the Department.

- Student Admission
  - Provide direction for admission procedures (national and international) of the university programmes in accordance with policies and regulations of Ministry of Higher Education (MOHE), Malaysian Qualifications Agency (MQA), Education Malaysia Global Services (EMGS) /Immigration of Malaysia.
  - Promote annual scholarship packages for new students based on coordination with internal and external sponsors.
  - Coordinate, develop, and implement admission policies and procedures in consultation with other student services offices to achieve objectives on student intake.

- Corporate Affair and Customer Relation
  - Ensure, uphold, and promote positive brand of the university though digital platform such as website etc.
  - Initiate and organize all corporate events and activities of the university and using it as a platform to communicate key messages in a highly reputable manner
  - Coordinate and create excellent customer services for the students and public through coordination with other student services offices.

- Carry out other tasks as directed by the Chief Operating Officer from time to time.

HEAD
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REQUIREMENTS:

- A Malaysian citizen;
- Degree, Master or equivalent in Marketing / Management or similar fields.
- Computer literate, Excellent written and verbal communication skills in both English and Bahasa Malaysia.
- Strong analytical and problem-solving skills. Proactively employ strategic and critical thinking in solving issues and challenges.
- Independent, self-motivated, and driven to deliver results.
- Mature, diligent, and conscientious in meeting deadlines.
- Highly motivated, ability to initiate projects, assemble appropriate resources and manage projects under minimal supervision.
- Team Leader and a team player with excellence management skills.
- Minimum of 7 to 10 years of working experience.

PLACEMENT:
UNIVERSITI TENAGA NASIONAL,
Putrajaya Campus,
Jalan Ikram-UNITEN
43000 Kajang, Selangor.

ADVERTISEMENT DATE:
19th May 2023 – 28th May 2023

Interested applicants are invited to submit detailed resume/CV, together with certified true copies of birth certificate, identity card, transcript & educational certificates, and latest passport-sized photograph (non-returnable) by e-mail/post to the address below: -

HUMAN RESOURCE DEPARTMENT,
UNIVERSITI TENAGA NASIONAL
JALAN IKRAM-UNITEN,
43000 KAJANG, SELANGOR.
or
e-mail: **hr@uniten.edu.my**

By applying, you have given consent and authorized the Universiti Tenaga Nasional ("UNITEN") to collect, process, record, store and/or disclose personal data and sensitive personal data for all purposes associated in relation to your agreement, education, administration, attendance record and any other lawful activities performed or related to services rendered by UNITEN.

Only short-listed candidates will be called for an interview.

Creative, Innovative & Energetic

"UNITEN PRACTICES A NO GIFT POLICY"