

POSITION DESCRIPTION:



SWINBURNE
UNIVERSITY OF
TECHNOLOGY
SARAWAK CAMPUS

SECTION A: Position Context

Position Title	Marketing Executive (West Malaysia)
Position Grade	E2
Category	Executive
Campus/School/Unit	Sarawak Campus – Business Development & Communications
Division	Business Development & Communications
Term of Appointment	Permanent
Effective Date	February 2012

Position Purpose:

The position has been created to support the business development and communications needs of the University. It is anticipated that Swinburne Sarawak will expand rapidly and that the responsibilities and scope of the position will grow accordingly.

The position will reside within the Business Development & Communications and will report directly to the Manager, Business Development & Communications.

The position is responsible for marketing the University and its products and services in West Malaysia and in the region.

This involves contributing to :

- development and implementation of recruitment strategies;
- development and implementation of marketing plans;
- planning and implementation of promotional activities;
- achievement of student enrolment in designated market(s).

The position works closely with academic and administrative staff at Swinburne Sarawak and liaises with staff at other Swinburne campuses to ensure consistency in corporate style and efficient use of resources.

University Information:

Swinburne University of Technology is a large multi-sectoral and multi-campus institution with a stated mission to be a pre-eminent entrepreneurial university from the Asia-Pacific, thriving on new ideas and knowledge and exploiting its intersectoral heritage to create value for its stakeholders.

Swinburne has campuses in metropolitan Melbourne at Hawthorn, Prahran, Lilydale, Wantirna, Croydon and Healesville and an overseas branch campus university in Kuching, the capital city of the State of Sarawak in Malaysia. It also offers an increasing number of subjects and courses via the Internet. Its programs cover the education and training needs of over 40,000 students ranging from apprentices through to doctoral students.

Swinburne is proud of its close links with industry, business and the community generally. It has gained a prominent and respected name in education in Australia and overseas through:

- government funded programs and research;
- industry and business funded research;
- consultancy and training;
- fee-for-service teaching;
- an international focus for its curricula, student recruitment and operations.

The Branch Campus in Sarawak is a licensed branch campus university in Malaysia which offers selected undergraduate, postgraduate and research degree courses identical to those offered at other Swinburne campuses in Australia. It also offers pre-university foundation programs and a limited number of diploma programs. The branch campus was established in 2000 as Swinburne Sarawak Institute of Technology and on gaining university status in Malaysia changed its name to Swinburne University of Technology (Sarawak Campus) in June 2004. The Branch campus occupies a 16.5 acre site in central Kuching, the state capital of Sarawak. The Sarawak Campus has students from Malaysia and other countries, and plans to expand rapidly as its staff and facilities are developed continuously to allow a greater number and diversity courses to be offered.

The branch campus university in Sarawak is a joint venture between Swinburne University of Technology in Australia and the State Government of Sarawak through two of its Foundations – Yayasan Sarawak and the Sarawak Higher Education Foundation. The academic operations of the campus are integrated with and controlled by the University in Australia.

Unit/Faculty/School & Division

Business Development & Communications Unit

The Business Development and Communications Unit is responsible for promotion of the University and its activities to the public, potential students, industry and government. It is the primary unit in the University responsible for student recruitment and also has responsibilities for ongoing student support in collaboration with the Student Operations Unit. It has particular responsibilities for ongoing support of international students.

Business Development & Communications is responsible for the development and implementation of marketing and promotional strategies and plans, designed to achieve agreed corporate objectives. This includes ensuring that all target markets (national and international; potential, existing and previous students; employers; industry and business; governments and stakeholders; schools and key influencers and staff) are aware of Swinburne's features and strengths and are encouraged to take advantage of what Swinburne offers.

The Unit plays a vital role in ensuring the growth objectives of the University in term of new student numbers are met.

The Unit also manages and implements the corporate communications activities of the University as a whole, in order to build market awareness and maintain a positive, credible and exciting market image.

URL to web pages:

<http://www.swin.edu.au/hed/> and <http://www.swinburne.edu.my>

Participation on Committees:

The person will be required to participate on relevant committees as is needed for the efficient performance of duties and as directed by the Manager, Business Development and Communications.

Supervision Reporting Relationships:

<u>This</u> positions' supervisor/manager	Manager, Business Development & Communications
Other positions reporting to <u>this</u> position	None

Location:

This position is located at the West Malaysia office, but may be required to work at campuses of the University.

SECTION B: Key Responsibility Areas

The key responsibility areas (KRAs) are the major outputs for which the position is responsible and are not a comprehensive statement of the position activities.

Key Responsibility Areas		
1.	MARKETING PLANNING	<p>Assist the Assistant Manager to:</p> <ul style="list-style-type: none"> • Produce annual and long term marketing plans for the University. • Develop student recruitment strategies for the University. • Provide expert advice to the management staff in matters relating to the promotion of the University.
2.	MANAGEMENT AND ORGANIZATION	<ul style="list-style-type: none"> • Manage the marketing officers in charge of a designated market. • Manage the implementation of marketing and promotional activities carried out for the designated market/region. • Work within the budget allocated to a designated market/region.
3.	STUDENT RECRUITMENT	<ul style="list-style-type: none"> • Derive student enrolment projections for designated market/region, in line with the Department's broad objectives and growth projection of the University. • Prepare and implement, in collaboration with other relevant marketing staff, specific recruitment strategies adapted to the needs of each designated market. • Contribute to the achievement of student enrolment through effective implementation of marketing strategies and activities.
4.	STUDENT SUPPORT	<ul style="list-style-type: none"> • Provide ongoing support for students as required to ensure that their study within Swinburne Sarawak is as productive and rewarding as possible. • In collaboration with other parts of the University, assist students as required with ongoing non-academic issues such as visa renewal and accommodation arrangement. • Ensure all interactions with students are professional, friendly and effective.
5.	LIAISON AND INTERACTION	<ul style="list-style-type: none"> • Establish and maintain links with external stakeholders i.e. agents, school counsellors, feeder institutions, embassy officials etc. for promotion of the University. • In concurrence with Assistant Manager, liaise extensively with corporate and government agencies in marketing of the University. • Collaborate with colleagues at Swinburne International in Melbourne to utilise synergies in international marketing. • Liaise with Communications Unit or external advertising agencies for the production and usage of relevant marketing communications tools. • Lead, develop and provide necessary support to Marketing Officers for designated markets.
6.	MARKET REPORTING	<ul style="list-style-type: none"> • Maintain appropriate records and budget for all activity, and produce regular progress report to Manager, Business Development & Communications and Assistant Manager. • Provide regular market intelligence and competitor reports.
7.	Others	Any other duties as and when required and directed by the Assistant Manager, Manager, Business Development & Communications, or the PVC & CE

SECTION C: Key Selection Criteria

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		Essential/ Highly Desirable / Preferable
1.	A diploma, degree or professional qualification from a Malaysian or overseas university in an area relevant to the duties.	Essential

Experience / Knowledge / Attributes: Required by the person to successfully perform the positions key responsibilities.		Essential/ Highly Desirable / Preferable
1.	A level of maturity consistent with the requirements of the position for independent work, initiative and travel. Undergraduate with minimum 2-3 years or diploma holder with minimum 5 years of relevant working experience in the education industry.	Essential
2.	Excellent skills in written and spoken English.	Essential
3.	Excellent interpersonal skills and demonstrated ability to work effectively in a consultative and team environment.	Essential
4.	Knowledge of the Malaysian education system and an understanding of the key issues relating to the marketing and provision of private tertiary education in Malaysia.	Highly Desirable
5.	Ability to successfully prioritise and identify the best course of action in the implementation of marketing plans	Highly Desirable
6.	Excellent skills in written and spoken Bahasa Malaysia.	Desirable
7.	Marketing experience in an educational institution is an added advantage.	Preferable

Swinburne Attributes:

Our attributes inform the selection process; however, a written response to the attributes is not required. The attributes are:

Building Organisational Capability	Demonstrates Personal Integrity	Manages Change Effectively
Builds Relationships	Drives Service Excellence	Provides Educational Leadership
Creates a Learning Environment	Exhibits Entrepreneurial Skills	Sets Direction

For information refer to the following weblink: [Swinburne Attributes](http://www.swin.edu.au/corporate/hr/attributes/)
(<http://www.swin.edu.au/corporate/hr/attributes/>).

Further Information:

Further information is available from Andrea Sim, Manager, Human Resources at telephone 416353 ext. 8756, fax 423594, email asim@swinburne.edu.my

Applications:

Applications should include detailed CV summarising qualifications, experience and other matters considered relevant to the application. The CV should also include information on work related areas such as visa and work status in Malaysia/Sarawak. The application should also include a separate document addressing individual key selection criteria (Section C).

The University has a policy requiring successful applicants to produce evidence of all formal qualifications at the time of commencing employment.

I accept the Position Description as stated above and that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to position descriptions will be in accordance with the position grade and category, and consistent with the purpose for which the position was established.

Name:

Date:

Signature: