



JOB DESCRIPTION

Position Title	:	Director of Marketing and Commercial
Department	:	Marketing and Commercial
Report to	:	President
Reportees	:	Marketing Coordinator / Senior Design Officer / Marketing Officer
Employer	:	University of Puthisastra
Location	:	Phnom Penh, Cambodia

I. Duties and responsibilities

Sales & Planning

- Establish clear performance targets and objectives with the delivery of UPs Marketing strategy
- Establish clear performance targets and objectives with the delivery of UPs Commercial strategy
- Drive student recruitment using a variety of agreed sales and marketing approaches
- Create and review Ups value propositions and unique selling points (USPs) and deliver across multi-channels
- Lead UPs internal marketing and communication channels
- Lead UPs external marketing and communication channels
- Manage Alumni and Student volunteers to maximize revenue opportunities
- Identify and manage Sponsorships to maximize revenue and reputation success
- Improve and manage social media channels to improve Brand awareness and enrolments
- Ensure a culture of continuous improvement and service excellence is embedded across all departments and services
- Engage with stakeholders to reach a shared understanding of the developing context for commercial services and the opportunities to drive a significant increase in commercial revenue
- Lead the marketing and commercial teams to develop relevant marketing programmes to support marketing and commercial initiatives
- With others, identify new and emerging commercial opportunities and drive business development activity to capitalize on emerging opportunities
- Develop an effective and innovative digital strategy, spanning marketing, sales and delivery, to increase enrolments and maximize revenue
- Develop effective relationships across UP and with partner organizations
- Work with all Deans/HoDs and President to develop the undergraduate and postgraduate marketing strategies in line with the strategic objectives of UP
- Undertake and coordinate the provision of market intelligence to provide insights into market conditions, pricing, portfolio development, competitor activity and customer behavior in Cambodia/South East Asia
- Keep up to date with external changes affecting student recruitment and advise on policy
- Prepare an external events strategy and to manage the planning, delivery and evaluation of undergraduate and postgraduate student recruitment events
- Identify other event opportunities to support recruitment objectives

- Undertake and coordinate an advertising strategy and to manage the planning, delivery and evaluation of advertising locally and international priority markets in line with the marketing programmes operational plan and UP objectives
- Manage the UPs website and social media

Management & liaisons

- Work closely with the President, Student Affairs and Admissions and Faculties and Departments responsible for student experience, educational partnerships and widening participation
- Work closely with Deans and other staff in faculties to manage the involvement of professional and academic staff in marketing and undergraduate and postgraduate student recruitment activities
- Advise HoDs on changes to policy and procedures affecting the recruitment of students
- Work closely with admissions to provide the best customer service for students
- Work closely with external partners, particularly schools, to oversee development of appropriate relationships and partnerships with stakeholder and feeder institutions
- Work closely with student affairs and faculty to manage any open Days
- Work closely with stakeholders to support student Orientation days

Marketing Campaigns

- Manage the development and implementation of marketing and advertising campaigns to generate enquiries, and convert enquiries enrolments for both undergraduate and postgraduate programmes
- Oversee the schools' liaison strategy to ensure that the team undertake a rigorous programme of schools' liaison that supports the objectives of UP, building partnerships and generating enrolments
- Oversee the enquiries and conversion progress and to ensure it is in line with the aims UP objectives
- Lead the development of campaign and marketing materials to generate applications and enrolments from students
- Ensure the website closely reflects the student experience needs of the institution with regard to recruitment and marketing

II. Qualifications and Requirements:

1. Experience:

- At least 5 years sales and marketing experience
- Significant experience of managing and leading a team in Marketing and Commercial
- Good knowledge/previous experience of current approaches to medical and health education
- Experience in a health sciences, marketing and commercial environment in Cambodia or similar country would be highly regarded

2. Education:

- Bachelor's (Masters preferred) degree in Marketing or similar commercial qualification
- A successful track record of developing and launching new commercial initiatives resulting in income and surplus/profit growth and diversification
- Experience of developing sales and marketing campaigns designed to maximize profit
- Knowledge of Cambodia higher education sector is preferred
- Experience of the Health Sciences and ICT industries is preferred

3. Skills/Competencies:

- Excellent communication skills and ability to work as a team
- Excellent oral and written command of English
- Excellent oral and written command of Khmer would be highly regarded
- Proven leadership and management skills, including a commitment to high performance and continuous improvement
- An innovative and entrepreneurial thinker with the ability to identify new commercial opportunities
- Ability to work as part of a senior management team and the ability to work within the culture of a high performing university
- Excellent motivational and team-building skills

The University welcomes Cambodian and international candidates