



Position Title	: Marketing Supervisor
Department	: Marketing
Report to	: Marketing Manager
Reportee (if any)	: Information Officer, Marketing Officer, Media Specialist
Location	: University of Puthisastra

I. **Position Summary:**

The Marketing Supervisor plays a key role in implementing and supervising marketing campaigns, initiatives, and day-to-day activities that support student recruitment, brand awareness, and university growth. This role supports the Marketing Manager in executing strategic plans and ensures consistency in communications and branding across all platforms.

II. **Duties and Responsibilities:**

The overall job description below outlines the main areas of responsibilities of the Marketing Supervisor:

Marketing Campaign Management

- Assist in planning, coordinating, and executing integrated marketing campaigns for program promotion, events, and university milestones.
- Supervise the production of marketing content including brochures, videos, social media posts, and website materials.
- Track and report on campaign performance with recommendations for improvement.

Social Media & Digital Marketing

- Oversee content scheduling, audience engagement, and analytics across all social media platforms.
- Collaborate on digital advertising plans including paid media, SEO/SEM.
- Ensure brand consistency and timely responses across platforms.

Supervision & Team Coordination

- Manage junior marketing staff, interns, and content creators.
- Assign daily tasks, monitor performance, and provide coaching and mentorship.
- Coordinate with designers, video editors, and third-party vendors to deliver quality outputs.

Event & Activation Support

- Lead the execution of marketing booths, school roadshows, university fairs, open houses, and activation campaigns.
- Ensure marketing materials are updated, branded, and distributed effectively at events.
- Work closely with faculty and admissions for logistical support.

Market Research & Reporting

- ✓ Conduct basic market and competitor research to support campaign planning.
- ✓ Compile monthly marketing reports including KPIs, engagement rates.
- ✓ Provide insights and recommendations based on data.

Branding & Internal Communications

- ✓ Ensure proper use of the University's brand identity in all materials.
- ✓ Support internal communications campaigns that promote UP's culture, achievements, and values.

III. Minimum Qualifications and Requirements:**Education & Experience:**

- ✓ Bachelor degree in Marketing or related fields
- ✓ 3-5 years' experience in events marketing with exposure to education industry preferred
- ✓ Excellent mentoring, coaching and people management skill
- ✓ Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization
- ✓ Strong experience in organizing events, conferences and roadshows

Skills & Competencies:

- ✓ Strong communications and customer service skills
- ✓ Analytical, enquiring and creative approach
- ✓ Ability to source and analyses information
- ✓ Ability to work under pressure to tight deadlines
- ✓ Self-motivated and keen to continuously improve and develop professionally
- ✓ Computer literate (use of MS Office, Adobe Photoshop, Adobe Premier)
- ✓ Excellent written and verbal communication in English and Khmer
- ✓ Team-oriented with a proactive and problem-solving mindset
- ✓ Artificial Intelligence Knowledge