



Position Title	: Information Officer
Department	: Marketing
Report to	: Marketing Supervisor
Reportee (if any)	: N/A
Location	: Marketing Office

I. Position Summary:

The Information Officer is responsible for managing the flow of accurate, timely, and engaging information to internal and external stakeholders of the University of Puthisastra. The role is responsible for managing communication and interactions with prospective and current students, parents, and visitors. This role plays a key part in delivering a positive customer experience, responding to inquiries, guiding students through the enrollment process, and supporting marketing and outreach efforts to strengthen the University's engagement and brand reputation.

II. Duties and Responsibilities:

The overall job description below outlines the main areas of responsibilities of the Information Officer:

Inquiry Management & Customer Service

- Serve as the first point of contact for prospective students and the general public.
- Respond promptly and professionally to walk-in, phone, email, and social media inquiries.
- Provide accurate and clear information about programs, admissions, scholarships, and campus services.
- Record inquiries and maintain an updated customer interaction database.

Internal & External Communication

- Draft, edit, and disseminate internal announcements, press releases, speeches, and public statements.
- Coordinate and gather inputs from faculties, departments, and student groups for key messaging.
- Monitor media channels and share relevant updates with the university community.
- Work closely with the Marketing team to ensure consistent messaging across platforms.
- Provide input for FAQs, customer scripts, and marketing materials based on real inquiries.
- Share insights and feedback from students to improve communication strategies.

Information Management & Report

- Maintain accurate records of customer interactions, inquiries, and feedback.
- Prepare weekly and monthly reports on customer service activity and lead status.
- Assist in updating contact information and ensuring proper documentation of student interactions.

III. Minimum Qualifications and Requirements:

Education & Experience:

- Bachelor's degree in Communication, Business, Public Relations, or a related field.
- 1–2 years of experience in customer service, sales, or student support preferred.
- Recent graduates with strong communication skills and customer-facing experience are encouraged to apply.

Skills & Competencies:

- Strong interpersonal and communication skills in both Khmer and English.
- Friendly, patient, and professional approach to dealing with diverse individuals.
- Confident telephone manner and written response skills.
- Ability to multitask and stay organized in a fast-paced environment.
- Basic computer skills (MS Office, Google Workspace); familiarity with CRM tools is a plus.
- Team-oriented with a proactive and service-driven mindset.
- Artificial Intelligence Knowledge

IV. Career Growth/Opportunities:

- Promotion to Senior Customer Relation Officer or Student Recruitment Officer
- Career advancement in student services, admissions, or marketing
- Training opportunities in customer engagement, communications, and public speaking