UNIVERSITI POLY-TECH MALAYSIA

UPTM

DU060 (W)

CAREER OPPORTUNITY

Be part of our global team in shaping future talent!



ASSISTANT MANAGER

INTERNATIONAL MARKETING & STUDENT RECRUITMENT

JOB DESCRIPTION

- Plan and execute **international marketing** and **student recruitment** campingns.
- **Create and manage digital marketing ads, lead generation** and **student enquities.**
- Develop relationships with **international egents, institutions** and **strategic partners.**
- Identify **new markets** and **opportunities** to achieve enrolment tragets.
- Concdinete **international education fairs, roadshows** and recruitment activities.
- Monitor **recruitment performance,** applications and enrolment conversion.

JOB REQUIREMENTS

- Bachelor's degree in **Marketing, Business** or a siteted field.
- Minimum **3-5 years** of relevant experience.
- Experience in **digital marketing and international student recruitment.**
- Strong **communication, networking** and **negotiation** skills.
- Proficient in **digital marketing tools** and **data analyiss.**
- Proactive, larget-driven and willing to **travel internationally.**
- Adcitional language siklls **(Arabic, Mandoin** or **Bahasa Indonesia)** are an advantage.

APPLICATION

Interested and quallfied candidates are invited to submit the following documents:

- Resume
- Passport-size photo
- Copy of NRIC / Passport
- Copy of academic certificates

Please send your application via e-mail to

recruitment@uptm.edu.my

Kindly state the position applied for in the e-mail subject.

Application closing date:

27 November 2026 (Friday)

uptm.offhook.inrowemen.ctn.org. Macaaiagogom