

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** campaigns.



Create and manage **digital marketing ads**, **lead generation** and **student enquiries**.



Develop relationships with **international agents, institutions** and **strategic partners**.



Identify **new markets** and **opportunities** to achieve enrolment targets.



Coordinate **international education fairs, roadshows** and recruitment activities.



Monitor **recruitment performance**, applications and enrolment conversion.



JOB REQUIREMENTS



Bachelor's degree in **Marketing, Business** or a related 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 analysis**.



Proactive, target-driven and willing to **travel internationally**.



Additional language skills (**Arabic, Mandarin** or **Bahasa Indonesia**) are an advantage.



APPLICATION

Interested and qualified 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:

31 October 2026 (Saturday)