



Marketing and Admissions Executive (Chinese-Market Specialist)

The Marketing and Admissions Executive will support the recruitment of new students to KTJ, with a particular focus on the enrollment of Chinese students.

Job type:	Full time, fixed term
Start date:	Earliest convenience
Apply by:	24 January 2025
Reports to:	Registrar
Other Key Relationships:	Principal Heads of School Marketing and Admissions Team Prospective Chinese families Educational agents and guardians

Key Responsibilities

Marketing and events:

- To support the Marketing Manager in promoting KTJ across a range of relevant social media platforms to the Chinese market;
- To translate KTJ's current marketing materials into Mandarin, and adjust the content accordingly;
- To represent the School at Open Mornings and Recruitment Fairs in Malaysia and overseas;
- To assist the Events Manager with the organisation of events, specifically targeting prospective Chinese students.

Admissions and applications processing:

- To support the Registrar and Heads of School in driving the student roll and the quality of applications and accepted offers, by providing excellent customer service to KTJ's external stakeholders and prospective Chinese families;
- To review Chinese student applications, assessing applications in consultation with the Registrar and in accordance with KTJ's Admissions Policy; including document verification, conducting admission tests, issuing offer letters and enrollment.

Administrative and record management:

- To maintain accurate new parent and student records on the School's database management platforms.
- To assist with various administrative tasks, such as data entry and report generation.

Customer relationship management:

- To provide excellent customer service to prospective Chinese or Mandarin-speaking parents, including conducting tours, answering enquiries, and following up on leads.



Personal characteristics and skills

- A systematic approach to work, excellent organisational skills and attention to detail;
- An enthusiastic and proactive approach
- Highly motivated and able to work independently;
- Outgoing, confident, affable and positively oriented;
- Ability to interact well with parents and children from China
- Excellent interpersonal and communication skills, both verbal and written, in Mandarin and English;
- A good team member, who works effectively in support of department's KPIs and to achieve set goals;
- A strong commitment to delivering exceptional and professional customer service;
- Diplomatic and tactful;
- Ability to maintain confidentiality and monitor level of disclosure on sensitive matters;
- Flexibility and out-of-the-box thinking, with a growth mindset for a continually evolving organisation;
- Possess a pleasant and matured attitude, and well groomed;
- High degree of ICT literacy;
- A genuine interest in young people and their wellbeing;
- Affinity with the School's boarding ethos and with the values of Kolej Tuanku Ja'afar.

Qualifications and experience

Requirement	Essential	Desirable
SPM or equivalent	✓	
Degree in Administration, Marketing or Public Affairs, or a Higher Diploma and more than 5 years' work experience in a customer interface role will be considered		✓
Experience in an education-related field		✓
Proven track record of relevant work experience demonstrating practical and theoretical knowledge of student admission, data analysis and reporting		✓

Kolej Tuanku Ja'afar is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

About the School

KTJ is a thriving, not-for-profit international, day and boarding school set in the beautiful Malaysian countryside, an hour's drive south of Kuala Lumpur . The School was established in 1991 and caters to more than 1,000 students aged 3 to 19. The Primary School, which opened in 2013, follows the English National Curriculum in English and mathematics, alongside the International Primary Curriculum; while the Secondary School prepares students for IGCSEs and A Levels. KTJ Sixth Form students gain entry into top universities in the UK, US, Malaysia and around the world.



KTJ PRIMARY
SECONDARY
KOLEJ TUANKU JA'AFAR

KTJ is a friendly and supportive environment for students and staff alike. More information on the School and conditions for teachers can be found in the attached documents or on the [Careers page](#) of our website. On our website, you will also find a copy of the job description for a KTJ teacher.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful applicant will be subject to security vetting.

Make an application

Please submit a cover letter and a completed application form (available [here](#)), including contact details of three referees, one of whom should be your current employer, to Ms. Anne Soosay, via: recruitment@ktj.edu.my.

Integrity

Empathy

Mutual Respect