



**JAWATAN : PEGAWAI TADBIR
(UNIT PROMOSI & PENGAMBILAN PELAJAR)**

**BAHAGIAN : BAHAGIAN PERANCANGAN STRATEGIK &
KOMUNIKASI**

TARAF JAWATAN : KONTRAK

Deskripsi Tugas:

1. Bertanggungjawab melaksanakan urusan pentadbiran dan penyelarasan operasi bagi memastikan kelancaran pelaksanaan fungsi unit.
2. Mengendalikan urusan khidmat pelanggan serta memberikan penerangan berkaitan program pengajian yang ditawarkan oleh KPMAIWP kepada ibu bapa dan bakal pelajar, termasuk menyediakan laporan aktiviti berkaitan.
3. Mengurus penerimaan, penyelarasan, dan tindakan susulan terhadap aduan pelanggan serta menyediakan laporan berkaitan untuk tujuan pemantauan dan penambahbaikan perkhidmatan.
4. Menyelaraskan penyediaan bahan promosi (*marketing kit*) seperti templat, brosur, dan bahan hebahan lain, serta memastikan bekalan bahan promosi sentiasa mencukupi dan dikemas kini.
5. Mengendalikan panggilan telefon dan pertanyaan berkaitan aktiviti promosi, program pengajian, serta proses pengambilan pelajar.
6. Merancang, menyelaraskan, dan melaksanakan aktiviti pemasaran dalaman dan luaran bagi meningkatkan keberkesanan pengambilan pelajar tempatan dan antarabangsa.
7. Menyediakan laporan pelaksanaan aktiviti pemasaran dan promosi bagi tujuan pemantauan serta penilaian keberkesanan strategi yang dilaksanakan.
8. Mengumpul dan menganalisis data permohonan serta pendaftaran pelajar bagi mengenal pasti trend, peluang, dan ruang penambahbaikan, di samping menyediakan serta memantau laporan prestasi aktiviti promosi dan pengambilan pelajar secara berkala.

9. Merancang, menyelaraskan, dan memantau aktiviti ejen pemasaran dalaman dan luaran bagi menyokong pengambilan pelajar di peringkat tempatan dan antarabangsa.
10. Melaksanakan tugas-tugas lain yang diarahkan oleh pihak Pengurusan Tertinggi dari semasa ke semasa.

Syarat Kelayakan Minimum:

1. Memiliki sekurang-kurangnya Ijazah Sarjana Muda dalam bidang Pemasaran / Perniagaan / Komunikasi / atau bidang berkaitan yang diiktiraf oleh Kerajaan Malaysia.
2. Memperoleh sekurang-kurangnya **Kepujian** dalam mata pelajaran **Bahasa Melayu** (termasuk lulus ujian lisan) dan **Bahasa Inggeris** pada peringkat Sijil Pelajaran Malaysia (SPM) atau kelayakan yang diiktiraf setaraf dengannya oleh Kerajaan Malaysia. Calon juga hendaklah mempunyai kemahiran komunikasi yang baik dalam Bahasa Melayu dan Bahasa Inggeris.
3. Mempunyai sekurang-kurangnya **dua (2) tahun** pengalaman bekerja dalam bidang Pemasaran, Promosi, Komunikasi, atau Pemasaran Digital.
4. Mempunyai kemahiran kepimpinan, pemikiran kreatif dan kritis, serta keupayaan menganalisis maklumat. Calon hendaklah komited, proaktif, fleksibel, berkemahiran dalam pengurusan, mampu bekerja secara berpasukan, serta dapat menjalin hubungan kerja yang baik dengan pelbagai peringkat anggota dan agensi luar.
5. Mempunyai pengetahuan dan kemahiran dalam penggunaan komputer, khususnya aplikasi Microsoft Office.

Cara Permohonan

Sekiranya anda seorang yang berdaya saing, kreatif, berinovasi, mempunyai komitmen yang tinggi, berfikiran positif, serta mampu bekerja dalam

persekitaran yang mencabar, sila kemukakan **surat permohonan, resume, salinan sijil, dan transkrip akademik** anda kepada:

Bahagian Sumber Manusia
Tingkat 3, Menara KPMAIWP
Kolej Profesional MAIWP (KPMAIWP)
Lot 1363, Jalan Perkasa, Taman Maluri
55100 Kuala Lumpur
E-mel: peluangkerjaya_hr@kpmaiwp.edu.my

Tarikh Tutup Permohonan:

22 November 2026 (Ahad)



**POSITION : ADMINISTRATIVE OFFICER
(PROMOTION & STUDENT RECRUITMENT UNIT)**

DIVISION : STRATEGIC PLANNING & COMMUNICATIONS DIVISION

JOB STATUS: CONTRACT

Job Responsibilities:

1. Responsible for executing administrative matters and operational coordination of the unit.
2. Handle customer service duties and provide information regarding academic programmes offered by KPMAIWP to parents and prospective students and prepare related activity reports.
3. Manage the receipt, coordination, and follow-up actions for customer complaints, as well as prepare related reports for monitoring and service improvement purposes.
4. Coordinate the preparation of promotional materials (marketing kit) such as templates, brochures, and other publicity materials, ensuring that the supply of promotional materials is always sufficient and up to date.
5. Handle inbound phone calls and inquiries related to promotional activities, academic programmes, and the student recruitment process.
6. Plan, coordinate, and execute internal and external marketing activities to enhance the effectiveness of local and international student recruitment.
7. Prepare implementation reports for marketing and promotional activities for monitoring and evaluating the effectiveness of executed strategies.
8. Collect and analyse application and student registration data to identify trends, opportunities, and areas for improvement, as well as prepare and monitor performance reports for promotional and student recruitment activities periodically.
9. Plan, coordinate, and monitor the activities of internal and external marketing agents to support student recruitment at both local and international levels.

10. Perform other tasks as directed by Top Management from time to time.

Minimum Eligibility Requirements:

1. Possess at least a Bachelor's Degree in Marketing / Business / Communications or a related field recognized by the Government of Malaysia.
2. Obtained at least a **Credit** in **Bahasa Melayu** (including passing the oral test) and **English** at the Sijil Pelajaran Malaysia (SPM) level or an equivalent qualification recognized by the Government of Malaysia. Candidates must also possess good communication skills in Bahasa Melayu and English.
3. Have at least **two (2) years** of working experience in Marketing, Promotion, Communications, or Digital Marketing.
4. Possess leadership skills, creative and critical thinking, as well as the ability to analyze information. Candidates must be committed, proactive, flexible, skilled in management, able to work in a team, and capable of establishing good working relationships with staff at all levels and external agencies.
5. Possess knowledge and skills in computer usage, particularly Microsoft Office applications.

Application Procedure:

If you are competitive, creative, innovative, highly committed, positive-minded, and able to work in a challenging environment, please submit your **application letter, resume, copies of certificates, and academic transcripts** to:

Human Resources Division
Level 3, Menara KPMAIWP
Kolej Profesional MAIWP (KPMAIWP)
Lot 1363, Jalan Perkasa, Taman Maluri
55100 Kuala Lumpur
Email: peluangkerjaya_hr@kpmaiwp.edu.my

Application Closing Date:
22 November 2026 (Sunday)