



PR/158335 | GM, Student Recruitment (International Market)

## Job Information

### Recruiter

JAC Recruitment Malaysia

### Job ID

1512418

### Industry

Education

### Job Type

Permanent Full-time

### Location

Malaysia

### Salary

Negotiable, based on experience

### Refreshed

March 5th, 2025 07:00

## General Requirements

### Minimum Experience Level

Over 3 years

### Career Level

Mid Career

### Minimum English Level

Business Level

### Minimum Japanese Level

Business Level

### Minimum Education Level

Associate Degree/Diploma

### Visa Status

No permission to work in Japan required

## Job Description

### Company Information

A company from education section is currently looking for a GM, International Market based in their HQ office in Kuala Lumpur.

### Key Responsibilities:

#### Strategic Planning & Market Development

- Develop and execute a long-term strategic plan for international recruitment, including market analysis, segmentation, and targeted growth strategies.

- Identify and prioritize key international markets for recruitment efforts, aligning strategies with the institution's enrolment goals and broader internationalization objectives.
- Lead the creation of innovative marketing and recruitment campaigns tailored to the unique needs and preferences of diverse international student demographics.
- Develop key performance indicators (KPIs) for international recruitment initiatives, monitor progress, and adjust strategies to meet or exceed targets.

#### **Relationship Management & Partner Engagement**

- Build and maintain strong relationships with international education agents, high schools, universities, and government organizations to foster recruitment pipelines.
- Represent the institution at international recruitment fairs, webinars, and other events, showcasing the institution's offerings to prospective students and partners.
- Actively engage with internal stakeholders, including admissions, academic departments, and student services, to ensure alignment of international recruitment strategies across the institution.

#### **Administrative Management**

- Oversee the application and admissions process for international students, ensuring efficient, transparent, and student-centered experiences from inquiry to enrollment.
- Advise prospective and admitted students on visa application processes, immigration policies, and compliance requirements, ensuring all students meet regulatory standards.
- Develop and maintain resources and materials to guide international students through the complexities of immigration and visa requirements.
- Partner with legal, compliance, and regulatory teams to stay up-to-date on changing immigration laws and policies, adapting processes as needed.
- Full accountability for maximizing organizational resources & operational excellence.

#### **Financial Management**

- Provide and oversee the preparations and recommendations regarding yearly financial budgeting.
- Shared accountability for profit & loss.
- Provide guidance to international students on available scholarships, grants, and financial aid options, supporting their financial planning and decision-making.
- Advocate for the development of targeted scholarships and financial aid initiatives to improve access for underrepresented or high-potential international students.

#### **Relationship Management & Partner Engagement**

- Build and maintain strong relationships with international education agents, high schools, universities, and government organizations to foster recruitment pipelines.
- Serve as the primary liaison for strategic partnerships, maintaining regular contact and collaboration with partners to enhance the institution's visibility and brand reputation in target markets.
- Represent the institution at international recruitment fairs, webinars, and other events, showcasing the institution's offerings to prospective students and partners.
- Actively engage with internal stakeholders, including admissions, academic departments, and student services, to ensure alignment of international recruitment strategies across the institution.

#### **Key Requirements:**

- Bachelor's Degree in Business Administration, International Business, Marketing, or a related field. A Master's Degree in International Education, Marketing, or an equivalent field is preferred.
- A minimum of 15 years in a senior management or leadership role, with substantial experience overseeing strategic

initiatives, leading diverse teams, and developing international markets.

- 5 - 7 years of focused experience in international student recruitment, admissions, international education, or related fields, demonstrating a comprehensive understanding of the international education landscape.

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