

# Marketing and Admissions Executive

## Role Description

### **DIVISION**

Marketing and Admissions

### **LOCATION**

Clarke Quay, Singapore

### **LINE MANAGEMENT**

Head of Marketing and Admissions

### **ABOUT THE ROLE**

Pickering Institute is seeking a motivated and dynamic Marketing and Admissions Executive to join our team. In this role, you will be at the forefront of engaging prospective students and their families, guiding them from first enquiry through to successful enrolment. You will act as both a trusted advisor and a brand ambassador, helping candidates understand our programmes, while also driving outreach and marketing efforts to expand our student community.

This is a role that combines admissions advisory with marketing engagement. It requires strong interpersonal skills, an eye for detail, and the ability to deliver a professional and supportive experience to prospective students across local and overseas markets.

**This position requires an excellent level of Chinese literacy to be able to communicate with Chinese stakeholders.**

### **KEY RESPONSIBILITIES**

- Student Advisory and Enrolment: Guide prospective students through the admissions process, from initial enquiry to successful enrolment, ensuring a seamless and supportive journey.
- Outreach and Engagement: Conduct targeted outreach through calls, emails, WhatsApp, events, and social media to connect with potential students and parents.
- Marketing Support: Assist in the execution of marketing campaigns, events, and recruitment activities both locally and overseas.
- Relationship Building: Develop strong rapport with candidates, agents, and channel partners; address queries and build confidence in Pickering Institute programmes.
- Admissions Administration: Manage applications, maintain accurate records, and ensure timely follow-ups to achieve enrolment goals.
- CRM and Data Management: Use digital tools and CRM systems to manage pipelines, track progress, and support data-driven decision making.
- Brand Representation: Represent the Institute professionally at events, school fairs, and partner meetings, upholding our mission of cultivating lifelong learning leaders.

### **QUALIFICATIONS AND SKILLS**

#### **Educational Background**

- Bachelor's degree in Business, Marketing, Communications, or related discipline.

#### **Skillsets**

- Strong interpersonal, presentation, and communication skills (spoken and written).
- Proficiency in digital tools, including CRM systems, MS Office, and social media platforms.



# Pickering Institute

A member of SagePaths Group

- Familiarity with international and local education landscapes is an advantage.
- Ability to multitask, stay organised, and manage deadlines effectively.

## Personal Traits

- Results-driven, with a proactive and professional approach to achieving targets.
- Personable, empathetic, and able to engage confidently with students, parents, and partners.
- Self-motivated, adaptable, and comfortable working both independently and in teams.
- High level of integrity, reliability, and attention to detail.

## WHY JOIN US

- Be part of a forward-thinking institution committed to innovation and excellence.
- Work in a supportive and inclusive environment that values diversity and professional growth.
- Play a key role in shaping the future of transnational education.

## APPLICATION PROCESS

For application, please upload your updated resume to our job portal. For enquiries about the role, please email to our Talent Acquisition at [info@pickering.edu.sg](mailto:info@pickering.edu.sg).

Only shortlisted candidates will be contacted.

Step into a rewarding career in international education with Pickering Institute. We look forward to welcoming you to our team!