



## ATENEUM DE MANILA UNIVERSITY

Graduate School of Business

Center for Continuing Education

**POSITION: Marketing Communication and Program Development Officer**

**DEPARTMENT: Marketing Services Group**

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### **Basic Function**

Assists the Marketing Services Group Head in developing programs and courses that are responsive to the changing needs of the market. Implements the communication style guide across all channels, performs a quality check on all published communication materials (traditional and new media) by ensuring compositions are well written, grammatically correct, contains accurate information and are updated in a timely manner.

### **Principal Functions and Responsibilities**

1. Analyze market conditions to identify new opportunities for programs, market segments, and institutional partners;
2. Manage programs by planning schedules, assigning and evaluating resource persons, monitoring assurance of learning goals (description, learning outcomes, content, methodology), defining target markets, and suggesting other promotional activities;
3. Identify curriculum improvements through program evaluations and marketing intelligence (internal and external);
4. Fine-tune courses in coordination with the respective resource persons and other stakeholders, keeping a balance between rigor and relevance;
5. Recommend plans and innovative strategies in the delivery of executive education programs, in relation to the university's positioning, target market segments, and competitors (local and international);
6. Quality check and sign off of marketing literature and campaigns, ensuring the designs and messages meet the center's style and brand, and information is seamlessly updated across all channels;
7. Manage Web 2.0 by providing input on content and design improvements;
8. Manage email campaigns lists, using creativity and judgment to ensure appropriateness of announcements;
9. Write event summaries, produce monthly news items including developing subject ideas, researching on relevant materials, and layout, possible for media releases;
10. Promote events of the center through social media and explore new mechanisms for disseminating information;

11. Act as media liaison facilitating interactions between media and news source;
12. Monitor records of digital marketing activities (ie, search, newsletters, website submissions);
13. Liaise with program sales and marketing teams to coordinate requests and materials publications;
14. Provide a weekly status report; and
15. Performs all other tasks assigned by the Marketing Group Head.

### **Minimum requirements**

- Candidate must possess at least a Bachelor's / College Degree in English, Communications, Journalism, Broadcasting, or equivalent
- Excellent communication skills (written and oral communication) and good judgment to gauge necessary changes
- Preferably with a minimum of one (1) year working experience in a related field, fresh graduates may be considered
- Knowledgeable in Microsoft Office and publishing or editing software ie. Adobe Photoshop, Corel Draw
- Able to relate well with people from different levels and maintain relationship with clients