



ATENEUM DE MANILA UNIVERSITY

Graduate School of Business

Center for Continuing Education

POSITION: Marketing Communication and Program Development Officer

DEPARTMENT: Marketing Services Group

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