

## **Marketing Executive**

We are seeking a motivated and detail-oriented Marketing Executive to support Furen International School's student recruitment and marketing initiatives. This role involves coordinating marketing operations, managing education agent relationships, and engaging with parents and prospective students. The successful candidate will work closely with the Head of Marketing and the wider team to support outreach, content management, reporting, and promotional activities that enhance the school's visibility and growth.

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### **Minimum Qualifications**

- Diploma or Degree in a relevant field
  - Relevant experience is preferred but not mandatory
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### **Key Responsibilities**

- Conduct school tours and provide consultations to parents and education agents as required.
- Coordinate and manage study tour-related activities, including invoice preparation, collection of feedback, and professional handling of enquiries or complaints.
- Act as the primary point of contact for all education agent-related matters, including:
  - Processing agent documentation and applications
  - Preparing and maintaining agent onboarding and training materials
  - Managing and updating agent lists and records
- Disseminate regular school updates to agents, such as monthly newsletters, solar term charts, training invitations, and other marketing materials.
- Coordinate the updating, accuracy, and maintenance of content on the school website.
- Compile, track, analyse, and report results from the Average Pre-Course Counselling Satisfaction Survey.
- Prepare and submit weekly on-site reports to the Head of Marketing on assigned projects and ongoing tasks.
- Prepare Agent Training Evaluation and Analysis Reports.
- Support the Marketing Department in the following areas:
  - Writing, editing, and managing marketing content and articles

- Handling, screening, and allocating incoming customer enquiries appropriately
    - Assisting with the preparation, processing, and management of marketing-related documentation
  - Perform any other duties as assigned by the immediate supervisor or school management.
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### **Requirements & Skills**

- Diploma or Degree in Marketing, Business, Communications, or a related discipline
- Strong written and verbal communication skills
- Ability to manage multiple tasks and meet deadlines in a fast-paced environment
- Highly organized, detail-oriented, and meticulous in documentation and reporting
- Comfortable interacting with parents, students, and overseas education agents
- Proficient in Microsoft Office applications and basic content management systems
- Prior experience in education marketing or agent management will be an advantage