

Senior Manager/Assistant Director, Admissions &  
Financial Aid (Recruitment & Marketing)  
Singapore Institute of Technology

Direct Link: <https://www.AcademicKeys.com/r?job=224742>

Downloaded On: May. 9, 2024 9:56am

Posted Oct. 31, 2023, set to expire Jul. 5, 2024

**Job Title** Senior Manager/Assistant Director, Admissions & Financial  
Aid (Recruitment & Marketing)

**Department** Admissions & Financial Aid

**Institution** Singapore Institute of Technology  
Singapore, , Singapore

**Date Posted** Oct. 31, 2023

**Application Deadline** Open until filled

**Position Start Date** Available immediately

**Job Categories** Associate/Assistant Director

**Academic Field(s)** Admissions/Financial Aid

**Job Website** [https://careers.singaporetech.edu.sg/cw/en/job/498544/senior-  
managerassistant-director-admissions-financial-aid-  
recruitment-marketing](https://careers.singaporetech.edu.sg/cw/en/job/498544/senior-managerassistant-director-admissions-financial-aid-recruitment-marketing)

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**Job Description**

## Senior Manager/Assistant Director, Admissions & Financial Aid (Recruitment & Marketing)

**Job no:** 498544

**Department:** Admissions & Financial Aid

**Contract type:** Contract

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We are looking for a strategic and innovative individual with extensive experience in both recruitment and marketing to join us. Reporting to the Head, Admissions and Financial Aid, the Senior Manager/Assistant Director (Recruitment and Marketing) will play a critical role in enhancing SIT's reputation as Singapore's Premier University of Applied Learning by leading our recruitment and marketing efforts locally and internationally.

This is a managerial role which will also have key responsibilities in planning and implementing outreach, marketing and communications activities aimed at attracting students to SIT, ensuring that target admissions numbers and quality set for each course offered by the University are met.

**Key Responsibilities**

- Works with Head, Admissions and Financial Aid, SIT Faculty and other staff in the University to formulate recruitment strategies to attract suitable students to SIT.
- Leads a team on the delivery of all outreach initiatives, establish and execute marketing strategies to maximise admission of high-quality students.
- Leads the planning and execution of Admissions flagship events, including Open House, information sessions and cluster tea receptions.
- Oversees the production of marketing and communications collateral aimed at prospective students.
- Drives SIT's expansion in terms of international recruitment.
- Analyse data and metrics to assess and enhance the effectiveness of recruitment and marketing initiatives.
- Contributes to other key areas of the Division's work, including admissions and financial assistance/scholarship operations, entailing the end-to-end processing of admission and financial aid/scholarships applications, conducting interviews, management of appeals etc.

**Job Requirements**

- A degree from a good University
- Proven track record with at least 5 years of experience at a mid-management level, preferably in an educational environment
- Experience in admissions or financial aid work preferably, with marketing and communications exposure
- Strong data analytical skills and eye for details
- Strong communication (e.g. oral/written/public speaking) and interpersonal skills; experience in project management is an added asset

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**Advertised:** 31 Oct 2023 Singapore Standard Time

**Applications close:** 30 Nov 2023 Singapore Standard Time

### Contact Information

Please reference Academickeys in your cover letter when  
applying for or inquiring about this job announcement.

### Contact

Singapore