

Job Description

Job Title : Jr. Executive / Executive (Enrollments Marketing) **Job Location** : Patiala
Position Reports : Chief Marketing & Admissions Officer

Main Purpose

Analyse the applications of prospective students based on standard admission policies. Interview students to understand their objectives and background. Provide clarifications to student's queries in a professional manner.

Qualification	MBA from a leading B School
Experience	1-4 years

Specific Accountability & Job Responsibility

- Participate in information sessions, and admission activities as a representative of the university.
- Maintain regular communication with students, parents, colleagues, and external agencies for coordinating admission activities.
- Maintain the target metrics by converting prospective students into confirmed admission and succeeding in achieving the performance goals.
- Review the student applications for eligibility and academic qualification.
- Participate in the decision-making process for student admissions based on university policies & guidelines.
- Ability to prepare and present applicant reports to the college management.
- Excellent communication skills are an absolute necessity in the admissions profession both in written and verbal form.
- They should have a keen understanding of application procedures, and they should be able to assist students in obtaining the necessary documentation needed for the application process.
- Should have the ability to meet multiple stakeholders, and prospects of students and convert prospective calls by meeting deadlines.
- One should comfortably work in a fast-paced environment and be comfortable working in a group.
- Support the students throughout the admission process by answering their queries and helping them to complete the required documents.
- Should be self-motivated and a good team player, have a positive attitude, and have excellent time-management skills.
- Familiarity with digital marketing (PPC, Search and Social, GA) is necessary
- Proficiency required in MS Office tools, especially Excel and PowerPoint
- Hands-on exposure to a contemporary CRM platform will be a distinct advantage

Compensation

- Compensation will not be a constraining factor and will be the best in the sector.
- Interested candidates can send their CVs by email (amandeep.dhot@thapar.edu) by **12th April 2022**