

## Job Description

**Job Title** : Executive / Assistant Manager (Branding)      **Job Location** : Patiala  
**Position Reports To** : LMTSM (Marketing)

### Main Purpose

Implements plans and initiatives relating to the brand, customer experience and loyalty in order to drive the Institutes' brand equity. Also responsible for conducting market research activities to forecast emerging market needs that are relevant to the Institute. Build and monitor brand campaigns.

Qualification	MBA
Experience	4-7 years of experience
Competency	Sound Knowledge of MS Office, Must have good typing and numeric key entry skills

### Specific Accountability & Job Responsibility

- To promote the MBA program of the university by Digital platform, engaging with print media (Newspapers & Magazines) and Engaging with Radio, TV Partners, OTT platforms.
- Create & update content on school website & other social media platforms.
- Manage advertising on social media platforms.
- Creating Emailers, Videos, and other Promotional content (for Digital & Print).
- To work on marketing collaterals related to admissions and other events happening in the Institute.
- Coordinating photography and videography-related activities.
- Represent the university at regional & national events contributing to the development the of Institute's brand name.
- To guide, help, devise, and implement the processes related to the admission of students from initial application registration till the confirmation and managing records of them.
- Forward planning and contribute to improvements in the admission processes.
- Guide, help, & plan entrance requirements, admission qualifying process, fee structure, scholarships etc.
- Maintain and understanding of higher education regulatory bodies and accrediting agencies.
- To manage queries and complaints related to admissions.
- To guide colleagues & supporting staff regarding various policies, elements & Information related to the admission process.
- To help coordinate the Induction program (Frosh) for the newly enrolled students to enable smooth transactions of them to school.
- Maintaining invoices and expenses related to marketing and advertising.
- Act as a counselor for students.

### 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) positively by **25<sup>th</sup> Nov 2022**