

Job Description

Job Title : **Executive /Assistant Manager (Enrollments Marketing)**

Job Location : Patiala

Position Reports : Chief Marketing & Admissions Officer

Main Purpose

Support marketing initiatives aimed at generating program specific leads, data analysis and engagement with prospective students with the objective of meeting enrolments targets. Will coordinate with external partners for running marketing campaigns (digital and traditional media), outbound and inbound calling.

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 and guidelines.
- 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, 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 the 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.
- Ability to prepare and present applicant reports to senior management.
- Excellent communication skills are an absolute necessity in the admissions profession both in written and verbal form.
- Familiarity with digital marketing (PPC, Search and Social, GA) 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 **5th March 2023**