Job Title: Sr. Executive / Assistant Manager – Outreach (School of Liberal Arts & Sciences)  
Job Location: Patiala  
Position Reports: Chief Marketing & Admissions Officer

Main Purpose
The main purpose of this job is to promote Thapar School of Liberal Arts & Sciences (TSLAS) among aspiring students across India through a proactive, well planned School & Institutional Outreach Program. Build long term relationship with key schools across the country with the objective of making TSLAS a preferred destination for world-class liberal arts and sciences education.

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<th>Qualification</th>
<th>Masters’ Degree, preferably full time MBA.</th>
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<td>Experience</td>
<td>5 - 10 years of experience (Field experience necessary)</td>
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| Competency    | ● Result Driven  
● Persistent and Self-Motivated  
● Verbal and Written Communication,  
● Interpersonal, Organization & time management skills  
● Ability to Understand and articulate the specific aspects of TSLAS programs in a manner that connects with the aspirations of a young generation.  
● Excel, PowerPoint skills essential as well as understanding of Social Media. |

Specific Accountability & Job Responsibility
- Plan and execute target-driven outreach activities among school students, principals, career counsellor, coaching institutes and other such interest groups to create awareness and preferred for Thapar School of Liberal Arts & Sciences in all key cities in the country.
- Work with the faculty team to design and execute engagement initiatives aimed at building a long term relationship with schools with Schools.
- Collect, input and analyze Students & Schools data to serve as critical on-ground inputs to various marketing initiatives.
- Counsel and guide students interested in pursuing studies with TSALS from the enquiry to admission stage.
- Efficiently manage the selection process and related documentation in consultation with the faculty team.
- Market sizing, competitive analysis and budgeting
- Build the Outreach team for Thapar School of Liberal Arts & Sciences.

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 15th Dec 2021.