**CECOS - JOB DESCRIPTION**

|  |  |
| --- | --- |
| Position Title  | Outreach & Admissions Executive |
| Department  | Marketing |
| Reporting To  | Marketing Manager |

|  |
| --- |
| **POSITION DESCRIPTION & PURPOSE STATEMENT**  |
| CECOS University is looking for a dynamic and outspoken person to join its marketing department. The incumbent will be an essential part of the team in handling the admission floor operations and leading the university’s outreach program. The ideal candidate will have a passion for communication, excellent at people dealing, organized approach towards tasks and public speaking. |

|  |
| --- |
| **Required Qualification, Experience and Skills**  |
| **Qualifications and Skills Required** | Bachelors/ Masters/MBA (at least 16 years of education) in relevant field  |
| **Minimum Field of** **Expertise**  | At least 2 year of relevant experience |

|  |
| --- |
| **REQUIRED JOB COMPETENCIES (Technical, Soft Skills & attitude)**  |
| *S#*  | *Competency*  | *Criticality (High / Low / Medium)*  |
| **1.**  | Exceptional writing and presentation skills | High |
| **2.**  | Ability to deal with people | High |
| **3.** | MS Office Suite | Medium |
| **4.** | Frequent travelling in non-admission season | High |
| **5.** | Basics of photography and shots for social media | Low |

|  |
| --- |
| **DUTIES AND RESPONSIBILITIES** |
| **Leading the admission cell operations:*** Plan, organize and execute Spring & Fall Admissions of the University.
* Recruit, train & deploy team for admission campaigns.
* Coordinate admissions of ODL and other platforms with relevant personnel.
* Respond to leads, online queries and admission calls along with walk in students.
* Oversee the team to ensure timely responses to all queries.
* Plan and organize entry tests, result compilation, merit list development and dissemination of information through all channels.
* Gather, process and record data and information relevant to all projects and campaigns of the department.

**Planning and executing university’s outreach program:*** Develop university’s outreach strategy to create awareness of CECOS University as a brand and academic programs being offered at CECOS.
* Contact various schools & colleges for scheduling outreach sessions.
* Plan and organize all logistic and administrative requirements for each visit.
* Conduct the presentation sessions during visits.
* Collect and record all prospective student’s data during any kind of visits.
* Collaborate all career fairs and college fairs with in the target universe of the university.
* Ensure presence & participation of university in relevant expos and events.

**Other Tasks:*** Play central role in organizing orientation for each intake.
* Conduct campus tours for prospective students.
* Plan and develop merchandise and collaterals plan for admission and outreach.
* Assist team in developing prospectus and other content materials.
* Plan & induct new scholarship programs and aids for prospective students of the university.
* Act as social media host in various campaigns.
* Ensure capture of all media during sessions and campaigns.
* Assist the team in assigned campaigns.
 |
| **Any other** |