

Habib University
Job Description

Position Title	Assistant Director of Student Recruitment, Marketing and Communications
Department	Student Recruitment, Marketing and Communications
Reporting Relationship	Director Operations, Director Academic Operations and President
Key Working Relationships	Director of Admissions, Digital Communications Team, Faculty/ Dean of the Schools, Administration Office, a wide range of external contacts and organizations

Scope of the Position
<p>Reporting directly to the President, the Assistant Director for Student Recruitment, Marketing and Communication provides strategic leadership, planning, coordination, and evaluation for all aspects of off-campus recruitment, outreach, and communications to contribute to the enrolment of academically excellent and culturally, ethnically, economically, geographically, religiously, and socially diverse undergraduate and graduate students.</p> <p>We are seeking dynamic, highly motivated, results driven individual to head our recruitment, marketing, and communications areas within a consolidated Student Recruitment Team. The Assistant Director is responsible for the day-to-day management of student recruitment, and associated marketing and communications from suspects, prospects to enrolled students. The Assistant Director is essentially required to develop and implement strategies designed to increase the quality and quantity of incoming students.</p>

Summary of Key Functions
<p>Essential Duties</p> <p>Marketing and Communications for Prospective Students</p> <p>The Assistant Director leads the development of effective communications plan for the cultivation and recruitment of prospective students, applicants, accepted and enrolled students and parents, regarding Habib University’s degree programs using electronic media and other channels. The assistant director must be a skilled communicator, familiar with all methods of promotion and publicity as well as the issues, trends and concerns for students, student affairs, and higher education. The assistant director is an independent worker and self-starter who works productively and positively with others and can create campaigns on behalf of students and administrators. The assistant director has an in-depth understanding of best practices in higher education student affairs, public and media relations, social media, marketing, event promotion, and internal communications. The assistant director is an excellent writer and editor and has experience communicating via email, Facebook, Twitter, Instagram and other communications and social media.</p> <ul style="list-style-type: none"> • Responsible for developing, implementing, and managing university’s strategic marketing and communication campaign to promote undergraduate degree programs, increase applications and impact yield. • Responsible for conceptualization, designing and development of publications, both printed and online recruitment materials, including view books, program brochures, bulletins, fact sheets, applications and videos that are used in marketing to attract prospective students, and the development of Internet and web-based communications to enhance recruitment efforts • Leads the production of all print and digital communications, including publications, brochures, reports, email and portal announcements, and website content development. • Manages the social media outlets used in recruitment for the University. • Works with leaders in the university to develop specific program-based communications • Assesses best practices across the university and peer institutions to inform university efforts • Represents the department and serves on various o university community committees and endeavours • Creates concepts and guides the team in development of scripts for recruitment-focused and student success-focused

videos and apps

- Works with student organizations on communications-related activities (promotion, outreach, recruitment and retention of members, etc.)

Recruitment of Prospective Students

The Assistant Director is responsible for the development and implementation of a comprehensive recruitment strategy that will identify, attract, admit and enroll a highly qualified, diverse student body at Habib University. The Assistant Director coordinates and manages university-wide recruitment operations for the admission and enrolment of undergraduate students in Habib University; performs administrative functions, develops and implements recruitment strategies, and oversees communication with prospective students. Oversees and participates in planning, developing and administering recruiting budget.

- Responsible for collaborating with University leadership to identify long and short-term enrolment goals and objectives for the undergraduate programs and to plan strategies to address recruiting, admission, and enrolment in all programs.
- Develops recruitment objectives, and activities based on university goals. Develops, maintains, and implements university recruitment policies and procedures.
- Establishes relationships with high school administrators, counsellors, and teachers, admission representatives and transfer advisors to facilitate the recruitment of students.
- Identifies market trends that could potentially affect Habib University's recruiting and develops strategic recruitment plan to address Habib University's needs.
- Analyses school reports, counsellor visit/event evaluations, and other data to recommend development of key and emerging outreach markets.
- Plans and coordinates on- and off-campus recruitment programs for prospective students, including travel to high schools, college fairs, etc.
- Manages prospective students by maintaining extensive contacts; monitoring application progress from start to completion, identifying and resolving problems;
- Maintains an applicant management system to track prospective students through PeopleSoft
- Prepares and disseminates administrative reports to University leadership on recruiting using university PeopleSoft; analyses and interprets statistics, data, and plans strategies to address areas of concern as illustrated by these data including designing supplemental events or outreach as needed.

Required Qualification, Experience and Skills

Qualifications and Skills Required	<ul style="list-style-type: none">• Significant experience in a higher education marketing, recruitment and admissions environment at a senior level• At least 5 years team management experience within a higher education institution, preferably as part of a senior management team• Highly developed and polished interpersonal, communication, presentation and negotiation skills• Proven multi-cultural and international experience in a relevant sector• Previous budget development experience• Proven ability to initiate, lead and implement marketing strategies and sales tactics which have made a significant contribution to sustainable business growth – preferably in an educational environment• Strong networking and presentation skills and an ability to communicate with individuals and audiences alike• Proven ability of recruiting to target under pressure• Educated to degree level in a relevant subject or equivalent relevant experience• Experience of change management and project management• Analytical, data informed and results oriented.
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Habib University is a pioneering institution providing a rich liberal arts education to the youth of Pakistan, to create a generation of socially responsible and critically conscious individuals, who can bring Pakistan to the forefront not only economically and financially, but also intellectually. The University is being established in Karachi, Pakistan.

Habib University initiated classes in 2014 with 200 students, offering four undergraduate programs through the School of Arts, Humanities and Social Sciences and the School of Science and Engineering. The University is a modern learning space fully equipped with state-of-the-art research and teaching facilities in order to attract the best faculty from around the world.

Habib University Foundation (H.U.F.) is a not-for-profit organization, which commenced its work in 2007. H.U.F responds to existing gaps in the educational scenario of Pakistan, by supporting educational initiatives, research and innovation. It is focused on improving the status of education within the country by supporting research, planning and implementation of innovative educational models. H.U.F. extends support at all tiers of education delivery within the country including higher education, vocational skill development, pre-tertiary education and research and advocacy.

To apply, send your resumes to recruitment@habib.edu.pk. Please mention the position that you are applying for in the subject line of your email.