



### Job Description

Position Title	Officer, Student Marketing & Recruitment
Job Grade	M1
Department	Student Marketing & Recruitment
Reporting To	Manager Student Marketing and Recruitment
Date	November, 2015
Type of Position	Full Time

#### **POSITION DESCRIPTION**

The incumbent will be responsible for planning and implementing strategy for reaching out to potential Habib University Students and applicants. S/he will be part of designing and executing variety of activities including school visits, organizing expos, attending expos, conducting student workshops and parents' sessions to facilitate relationship building and promote awareness. Officer, Student Marketing & Recruitment will also be responsible for devising and execution of the communication plan for the applicants. S/he will be required to take care of the logistical handling of the recruitment communication tools.

#### **DUTIES AND RESPONSIBILITIES**

- ✓ Understanding University Programs and developing various presentations and tools to orient potential students about the University
- ✓ Collaborating with Marketing Team for designing of marketing material for students, parents and schools
- ✓ Collaborating with Admissions Team to increase awareness about HU and dissemination information regarding admission process to perspective students
- ✓ Engaging with prospective students, parents, schools, school counselors and principals for student recruitment through a variety of activities such as school visits, organizing admission expos, orientation / information sessions, workshops, campus tours and career fairs.
- ✓ Conducting personalized recruitment for meritorious students
- ✓ Organize and provide logistical support at events / sessions with students , parents, principals, counselors, schools to facilitate relationship building and promote awareness
- ✓ Representing Habib University at relevant expos and open houses and other relevant events on national and international level
- ✓ Building relationships with various professional forums, organizations and institutes to engage potential students
- ✓ Visiting different schools in various cities of Pakistan to recruit students
- ✓ Collecting, analyzing and synthesizing the data related to students' academic and career choices and for Higher Education and surveying students' perceptions to evaluate effectiveness of individual strategies and overall recruitment campaign.
- ✓ Plan and execute marketing and communication strategies for diverse audience / various stakeholders
- ✓ Handle and follow-up recruitment related general queries/concerns of prospective students, parents, information seekers, efficiently and effectively.
- ✓ Recording and maintaining all queries and responses.
- ✓ Consistently review the applicants' data.
- ✓ Helping the applicants in completing the application by explaining various sections or providing additional info etc.
- ✓ Producing applicant's data report on weekly basis.
- ✓ Create and implement applicants communication and conversion plan
- ✓ Maintain the database of applicants and update the admission status of applicants on regular basis both in excel and in PeopleSoft
- ✓ Review the applications as per assigned fields and criteria

**REQUIRED JOB SPECIFICATIONS**

Required Qualification	✓ Bachelors from a reputable university
Required Experience	✓ 1 year's experience involving communication to clients and logistics handling.

**REQUIRED JOB COMPETENCIES (Technical and Soft Skills)**

<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Administering and Organizing	High
2.	Multi-tasker	High
3.	Communication (both written and verbal)	Medium
4.	Flexibility	High