



Job Description

Position Title	Deputy Manager
Department	Student Marketing and Recruitment Department
Reporting To	Head of Student Marketing and Recruitment Department
Type of Position	Full Time

POSITION DESCRIPTION

The incumbent will be responsible for devising school specific recruitment campaigns in order to recruit students according to student profiles set by the institution. They will also be responsible for relationship building with the school principals and counselors. S/he will represent Habib University at educational expos, open houses and other relevant events on national and international platforms. Furthermore, the candidate will be responsible for collecting, analyzing and synthesizing the data related to students' academic and career choices and for Higher Education. They will be responsible for surveying students' perceptions to evaluate effectiveness of the individual strategies and overall recruitment campaign.

DUTIES AND RESPONSIBILITIES

- **Planning of Student Recruitment Outreach:** Developing a strategic plan for student outreach entailing student engagement through school visits, campus tours, events and one-to-one engagement.
- **Communication with prospective students:** Developing a comprehensive communication plan to create awareness and encourage prospective students to apply to the university. The plan will be required to be implemented across all mediums: Email, Social Media, Text, Postal and calls.
- **Events:** Providing logistical support throughout team events and playing a vital role in conducting major recruitment events especially the Meritorious Award Ceremony.
- **Counselor Engagement:** Conducting meetings with counselors and working on an overall plan to maintain and enhance the relationship between HU and the schools. Developing and implementing a well-rounded and long-term counselor engagement program along with assisting the Head and senior manager with relationship building.
- **Development of Marketing plans:** Planning and implementing a marketing plan with the marketing team to ensure precise and focused communication tailored for each school.

REQUIRED JOB SPECIFICATIONS

Required Qualification	✓ Post-Graduation in the relevant field
Required Experience	✓ At least 3-4 years' of experience in relevant field.

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)

S#	Competency	Criticality (High / Low / Medium)
1.	Writing Skills	High
2.	Communication Skills	High
3.	Team work & Project Management Skills	High
4.	Proficiency in MS Office	Medium

5.	Planning and organizational skills	High
6.	Marketing proficiency	Medium
7.	Creativity and innovation	High