



### Job Description

Position Title	Senior Officer, Events and Marketing
Job Grade	M2
Department	Student Marketing & Recruitment Department
Reporting To	Head of Student Marketing and Recruitment
Date	April, 2016
Type of Position	Full Time

#### **POSITION DESCRIPTION**

The incumbent will be responsible for planning strategizing, and executing events for prospective students, applicants, counselors, parents and the HU community. They will be responsible for devising plans to create an awareness about HU. Furthermore, S/he will be part of designing and executing variety of activities including school visits, organizing and attending education expos, conducting student workshops and be part of the general outreach activities conducted by the Student Marketing and Recruitment Team.

#### **DUTIES AND RESPONSIBILITIES**

##### **Primary Role:**

##### **Events and Marketing**

- ✓ Planning and executing events catering to prospective students
- ✓ Organizing and providing 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
- ✓ Collecting and analyzing feedback form
- ✓ Understanding University Programs and developing various presentations and tools to orient potential students about the University
- ✓ Collaborating with the Marketing Team for designing of marketing material for events, parents and schools
- ✓ Maintaining strong coordination with various departments, staff members and external stakeholders for various events
- ✓ Engaging with prospective students, parents, schools, school counselors and principals for student recruitment through a variety of activities such as events, academic talks, recreation-based events, school visits, organizing admission expos, orientation / information sessions, workshops, campus tours and career fairs.

##### **Secondary Role**

- ✓ Planning and executing marketing and communication strategies for diverse audience / various stakeholders
- ✓ Handling and following-up on recruitment related general queries/concerns of prospective students, parents, information seekers, efficiently and effectively.
- ✓ Compiling a variety of information from both manual and computerized records and files for regular and special reports and in response to specific requests by supervisor or others; prepare reports as requested.
- ✓ Assisting in the development of student database, and other communication material such as reports, data analysis etc.
- ✓ Performing other duties as assigned or requested
- ✓ Applicant conversions through a multitude of communication tools
- ✓ Visiting different schools in various cities of Pakistan and abroad to recruit students

- ✓ Inventory management for all outreach tools including organizing and arranging HU giveaways

#### REQUIRED JOB SPECIFICATIONS

Required Qualification	✓ Graduation and/or Post Graduation
Required Experience	✓ At least one year of relevant work experience including preferably one year in a higher education institute in similar capacity.

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

S#	Competency	Criticality (High / Low / Medium)
1.	Communication skills (both English and Urdu)	High
2.	Microsoft Office Skills	High
3.	Knowledge of policies related to Higher Education Commission of Pakistan in relation to admissions in higher education institutions	Medium
4.	Multi-tasking capabilities	High
5.	Team player and adaptability	High
6.	Planning and organizational skills	High
7.	Creativity and innovation	Medium
8.	Willingness to travel as and when required	High