



Job Description

Position Title	Senior Officer, Outreach
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 assisting in outreach. He/She will help in conceptualizing innovative techniques to interact with stakeholders. Developing strategies to engage and excite students to develop an interest in the University. The incumbent will also be responsible for logistical arrangements that will enable better outreach to said stakeholders. The incumbent will also be required to help execute any events that are conceptualized by the team.

DUTIES AND RESPONSIBILITIES

Primary Role:

Outreach

- ✓ 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 students, parents and schools
- ✓ 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.
- ✓ 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
- ✓ Visiting different schools in various cities of Pakistan and abroad to recruit students
- ✓ Managing inventory for all outreach tools including organizing and arranging HU giveaways
- ✓ Collecting and analyzing feedback

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

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