



Job Description

Position Title	Officer, Student Marketing and Recruitment
Department	Student Marketing & Recruitment
Reporting To	Head of Student Marketing and Recruitment
Type of Position	Full Time

POSITION DESCRIPTION

The incumbent will be responsible for the planning and implementation of strategy in order to reach out to potential Habib University Students, for the assigned group of schools. S/he will be part of designing and executing a variety of activities including school specific communication, school visits, organizing and attending education expos, conducting student workshops and parents' sessions in order to facilitate relationship building and raise awareness about the university. S/he will also be involved in devising various other plans to engage students in order to give them insight about the university. S/he will also be responsible for creating and maintaining relationships with key stakeholders of the assigned schools.

DUTIES AND RESPONSIBILITIES

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
- ✓ Inventory management for all outreach tools including organizing and arranging HU giveaways
- ✓ Feedback form collection and analysis

Other Responsibilities

- ✓ Planning and executing marketing and communication strategies for diverse audience / various stakeholders
- ✓ Handling and follow-up 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
- ✓ Conversing with applicants 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 preferably in an 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