

Job Description

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

POSITION DESCRIPTION
Deputy Manager, Student Outreach and Recruitment will be responsible for the overall supervision and efficacy of the department's various programs and activities. This includes planning and implementing strategies for engaging with prospective students, parents, counsellors and principals through a variety of activities, such as representing HU through workshops during school visits, conducting campus tours, organizing recruitment events, participating in education expos, orientation/information sessions and career fairs, to name a few. The incumbent will be responsible for devising school specific recruitment campaigns in order to recruit students according to student profiles set by the institution. S/he will represent Habib University at educational expos, open houses and other relevant events on national and international platforms. Furthermore, the candidate will plan various strategies to engage students through multiple mediums which will include but not be limited to email, SMS and postal communication.

DUTIES AND RESPONSIBILITIES
<ul style="list-style-type: none"> • Planning of Student Recruitment Outreach: Develop a strategic plan for student outreach entailing student engagement through school visits, campus tours, events and one-to-one engagement. • Communication with prospective students: Develop a comprehensive communication plan to create awareness and encourage prospective students to apply to the university. The plan must 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. Develop and implement a well-rounded and long-term counselor engagement program along with assisting the Head and senior manager with relationship building. • Development of Marketing plans: Plan and implement a marketing plan with the marketing team to ensure precise and focused communication tailored for each school.

REQUIRED JOB SPECIFICATIONS	
Required Qualification	✓ Post-Graduation
Required Experience	✓ At least 2 years' of experience in relevant field.

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)		
<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Writing Skills	High

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2.	Communication Skills	High
3.	Team work & Project Management Skills	High
4.	Proficiency in MS Office	High
5.	Planning and organizational skills	High
6.	Marketing proficiency	High
7.	Creativity and innovation	High

 Verified By (For HR Only)
 Department

 Line Manager (If Any)

 Head of the

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