



JOB DESCRIPTION

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| Position Title | Assistant Manager |
| Department | Student Recruitment and Admissions |
| Reporting To | Head of Recruitment and Admissions |
| Type of Position | Regular - Full Time |

POSITION DESCRIPTION

The incumbent will be responsible for planning and implementing strategy for reaching out to potential Habib University students. S/he will be part of designing and executing variety of activities including school visits, organizing and attending education expos, conducting student workshops and parents' sessions to facilitate relationship building and promote awareness about the university. S/he will also be involved in devising various other plans to engage students to give them insight about the university. Furthermore, the incumbent will be responsible for developing a detailed digital communication plan for prospective students and devising a strategy to engage prospective students using various digital medium such as Facebook, Instagram and snapchat.

DUTIES AND RESPONSIBILITIES

- **Brand Awareness:** Understanding university programs and developing various presentations and tools to orient potential students about the University
- **Digital Marketing:** Planning and executing the digital plan for the year and creating campaigns and content for the Office of Recruitment and Admissions, MarCom, and other departments relevant to student recruitment. Managing the Facebook accounts for Habib University and HU Student Recruitment and Admissions. Developing and sourcing content for Facebook, Instagram, Snapchat and the website.
- **Collecting, Analyzing and Synthesizing Data:** Gathering data related to students' academic and career choices and for Higher Education and surveying students' perceptions to evaluate effectiveness of individual strategies and overall recruitment campaign.
- **Collaboration with Admissions:** Work very closely with Admissions wing to increase awareness about Habib University and its admissions process, ensuring completion of application, conducting the admissions test and interviewing shortlisted candidates.
- **Outreach:** Conducting meetings with counselors and working on an overall plan to maintain and enhance the relationship between HU and the schools. Conducting interactive workshops on school visits and campus tours.
- **Events:** Planning, organizing and conducting events on campus such as HU's flagship Meritorious Awards Ceremony, Counselor/Principal Luncheon, HU Experience, HU Explore, HU Winter Camp, Admissions Launch Ceremony etc. and engaging with prospective students, applicants parents, schools, school counselors and principals
- **Counselor Engagement:** Collaborating with the team to develop and implement a well-rounded and long-term counselor engagement program. Engaging with counselors when they visit HU and when we go to their schools for workshops.
- **Student Support:** Addressing recruitment-related general queries/concerns of prospective students, applicants, parents, and general queries received through email, Facebook, Instagram and offering information and assistance through calls.
- Perform other duties as assigned or requested.

REQUIRED JOB SPECIFICATIONS

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| Required Qualification | ✓ Graduation and/or Post Graduation |
| Required Experience | ✓ At least 3-4 years of relevant work experience including preferably one year in a higher education institute in similar capacity. |

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