



JOB DESCRIPTION

Position Title	Senior Officer- Outreach
Department	Student Marketing & Recruitment
Reporting To	Head of Department
Type of Position	Full Time

POSITION DESCRIPTION

The incumbent will be responsible for assisting in outreach. S/he will help in conceptualizing innovative techniques to interact with stakeholders and in developing strategies to engage and inspire students to develop an interest in the University. The incumbent will also be responsible for logistical arrangements that will enable better outreach. S/he will also be required to help execute events, expos and other student engagements that are conceptualized by the team.

DUTIES AND RESPONSIBILITIES

- ✓ **Outreach:** Coordinating with prospective students, parents, school counselors and principals for student recruitment through a variety of activities such as school visits, admission expos, orientation / information sessions, workshops, campus tours and career fairs
- ✓ **Communication:** Planning, organizing and conducting round-wise communication with prospective students, applicants to HU and other stakeholders across various mediums
- ✓ **Event Management:** Planning and assisting in organizing and conducting events at campus such as HU's flagship events, recruitment events and other events on campus with prospective students, parents, school counselors and principals, and providing logistical and operational support for the same
- ✓ **Student Database:** Designing of feedback forms and collection, digitization and development of student database to be used for round-wise communication
- ✓ **Principals/Counselors Database:** Maintaining database of contact details of principals & counselors from educational institutes across country to be used for further communication and relationship building
- ✓ **Data Management, Research & Analysis:** In-depth round-wise analyses of data collected from students and extraction of key statistics from gathered data to be used in presentations and effective targeted communication; Identifying trends in undergraduate and high school education; Analyzing and making statistical reports as and when requested through data of students to be incorporated into recruitment plans
- ✓ **Financial Budgeting & Record-keeping:** Handling financial processes of the department as per institutional policies; generating requisitions, drafting budgets and maintaining record of all financial activities of department; generating monthly, quarterly and yearly financial reports for department's workings and coordination with finance department for approvals, disbursement and allocation of funds
- ✓ **Inventory Management:** Arranging and maintaining inventory of marketing collateral such as brochures, flyers, guides, giveaways to be disseminated to the students attending various internal and external events during outreach; budgeting of stock in coordination with internal departments
- ✓ **Operations & Logistics:** Organizing and providing operational & logistical support in coordination with internal departments at events / sessions with students, parents, principals and counselors to facilitate relationship building and to promote awareness about HU

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Other Responsibilities

- ✓ **Student Support:** Handling and follow-up recruitment related general queries/concerns of prospective students, parents and other information seekers
- ✓ **Conversion of Prospective Students & Applicants:** Ensuring conversion of prospective students to applicants, and that of applicants to test-takers through a multitude of communication tools
- ✓ Performing other duties as assigned or requested

REQUIRED JOB SPECIFICATIONS

Required Qualification	✓ Bachelor's Degree/Master degree in relevant field preferred
Required Experience	✓ At least two year of relevant work experience including preferably one year in a higher education institute in similar capacity

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)

<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Communication skills (both English and Urdu)	High
2.	Microsoft Office Skills	Medium
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

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