



### Job Description

Position Title	Senior Officer
Department	Student Recruitment and Admissions
Reporting To	Senior Manager Student Outreach, Recruitment and Admissions
Type of Position	Full Time

#### **POSITION DESCRIPTION**

Senior Officer, Student Recruitment and Admissions will be responsible for assisting with the overall supervision and efficacy of the department's various programs and activities. This includes assisting with the planning and implementing strategies for engaging with prospective students, parents, counsellors and principals. This will entail devising 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 help in devising school specific recruitment campaigns in order to engage A levels students along with assisting the O levels recruitment as per the student profiles set by the institution. 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. Alongside, incumbent will assist with the ongoing recruitment and admissions activities as per requirements. S/he will also be tasked with formation and management of student ambassador program where the candidate will not only devise a HU student engagement program but will also train them to assist with varied recruitment and admissions functions.

#### **DUTIES AND RESPONSIBILITIES**

- Organize and conduct workshops/ presentations at various schools
- Help the team in marketing collateral
- Devise school specific communication/ campaigns
- Assist team members in various activities regarding marketing & recruitment
- Networking with different stakeholders
- Manage HU student ambassador program
- Assist in development of marketing collateral
- Help with the execution of recruitment and admissions specific events

#### **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)**

S#	Competency	Criticality (High / Low / Medium)
1.	Proficiency in various IT tools such as MS Excel, Word, Power Point, Outlook, etc. Especially well-developed skills for presentation development.	High
2.	Ability to work within and across teams with a respectful attitude and acceptability for diverse thoughts.	High

3.	Communication skills (both English and Urdu)	High
4.	Knowledge of policies related to Higher Education Commission of Pakistan in relation to admissions in higher education institutions	Medium
5.	Multi-tasking capabilities	Medium