



## Job Description

Position Title	Assistant Manager, Student Recruitment and Admissions
Department	Office of Student Recruitment and Admissions
Reporting To	Head of Admissions, Office of Student Recruitment and Admissions
Type of Position	Full Time

### **POSITION DESCRIPTION**

The Assistant Manager is responsible to represent Habib University in an efficient manner when interacting with students, parents, school principals, counselors and general inquirers. The main role of the incumbent is to facilitate and guide the prospective students through the recruitment, admissions and enrolment process. S/he will be responsible for the planning and execution of an effective communication campaign in order to enhance the student conversion at all stages of the admissions cycle. S/he will also be tasked with the supervision of the admissions process and contribute to HU's mission and objectives by achieving the enrolment target and an exceptional quality of students. Also, the candidate will be expected to perform tasks assigned by their seniors as per recruitment and admissions requirements.

### **DUTIES AND RESPONSIBILITIES**

#### Communication:

- ✓ Planning and developing a comprehensive communications and marketing plan for the new recruitment and admissions cycle each year
- ✓ Co-ordinate effective dissemination of information materials, both in digital and in print
- ✓ Identify and implement measures to effectively communicate with the students through a wide range of media (including, but not limited to, email, postal, telephone and text)
- ✓ Proactively build and maintain internal and external contacts with students, applicants and school counsellors to promote Habib University's offerings
- ✓ Liaise and work closely with other communications team members to ensure a joined up approach to communications
- ✓ Communicate admissions offer and conduct scholarship and financial aid meetings

#### Monitoring and Data Management:

- ✓ Managing all other communications responsibilities such as maintaining distribution lists, developing and tracking email campaigns, electronic templates and compliance with communications standards
- ✓ Ensure that relevant audience is reached with our communication campaigns, as well as regular monitoring and evaluation of campaigns and activities to effectively measure the return.
- ✓ Monitoring acceptances of admission and recording reasons for declining.

#### Events:

- ✓ Assist with the planning and execute of recruitment, admissions and student yield events like Meritorious Awards, Luncheon, Winter Camp, Explore, HU Experience and others to engage prospective students, applicants, their parents, counselors etc.
- ✓ Assist with planning and execution of events that meet the needs of Habib University's stakeholders and support the need of department objectives
- ✓ Help design and conduct events and activities in collaboration with other student related department to engage prospective students who are offered admissions in order to enhance retention and increase the acceptance yield rate

#### General Applicant Support:

- ✓ Act as a point of contact for the students, applicants and school counselors for issues relating to their admissions, scholarship and financial aid and all queries related to the services and offering of HU
- ✓ Performing other duties as assigned or requested

REQUIRED JOB SPECIFICATIONS	
Required Qualification	✓ Graduation and/or Post Graduation
Required Experience	✓ Around 2 years of work experience

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)		
S#	Competency	Criticality (High / Low / Medium)
1.	Ability and willingness to acquire new knowledge and skills as per need to accomplish the tasks	High
2.	Good communication (Oral and written) and counseling skills	High
3.	Well-developed skills for programmatic planning and its operational management	High
4.	Ability to work within and across teams with a respectful attitude and acceptability for diverse thoughts.	High
5.	Mature, self-driven, results-oriented individual, who displays flexibility and ability to handle multiple tasks simultaneously	High
6.	Proficiency in various IT tools such as MS Excel, Word, Power Point, Outlook, etc. Especially well-developed skills for Excel are needed	High
7.	Knowledge of policies related to admissions in higher education institution	Medium
8.	Flexible in terms of working hours (weekends, evenings, off days etc.) as needed	High

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Verified By (For HR Only)

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Line Manager (If Any)

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Head of the Department