



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

POSITION DESCRIPTION

Senior officer, Student Recruitment and Admissions, will be responsible for the management of the communication strategies. This includes the planning, creation, and execution of the overall communication plan, involving driving engagement with key stakeholders and students via E-mail, SMS, Postal, and Telephonic means. The position will also entail supporting a variety of outreach activities, such as representing HU through workshops during admissions season, conducting campus tours, organizing yield events, and other relevant activities. The incumbent will also conduct and manage the collection, digitization, and maintenance of data collected through outreach activities. The incumbent will also assist with the ongoing admissions activities as per requirements of the department.

DUTIES AND RESPONSIBILITIES

- **Communication Plan:**
 - Develop a comprehensive yearly communication plan to engage prospective students and applicants through various mediums including email, SMS, postal mail, and conversion calls
 - Align the communication plan with the admissions cycle and key milestones such as application deadlines, decision notifications, and enrollment deadlines
 - Execute the communication plan, ensuring timely and coordinated delivery of messages across different channels
 - Monitor the effectiveness of each communication medium and adjust strategies based on performance metrics
- **Data Management and Analytics:**
 - Collect, organize, and manage data related to prospective students and applicants
 - Maintain accurate and up-to-date databases, ensuring data integrity and confidentiality
 - Analyze data to identify trends and insights to develop communication strategies
 - Track the effectiveness of communication strategies and campaigns
 - Utilize data to inform and adjust communication tactics for better engagement and conversion rates
- **Events and Outreach Activities:**
 - Support the scheduling, planning and execution of departmental events and outreach activities
 - Assist with the logistical planning of events, including catering, transportation, and scheduling
 - Provide on-site support during events including setup, registration, and attendee assistance
 - Engage with prospective students and families to provide information and answer questions
 - Develop presentations and materials to effectively communicate the benefits of the university to prospective students and applicants

REQUIRED JOB SPECIFICATIONS

Required Qualification	Bachelor's degree in Communications, Marketing, Public Relations, Journalism, or a related field. A master's degree is a plus.
Required Experience	Minimum of 1-2 years of experience in communications, marketing, or a related field, preferably within higher education or admissions. Experience in data management and developing comprehensive communication plans would be ideal for this role

REQUIRED JOB COMPETENCIES

S#	Competency	Criticality (High / Low / Medium)
1.	MS Office (Word, Excel, Powerpoint)	High
2.	Planning and organizational skills	High
3.	Ability to work independently and as part of a team in a fast-paced environment	High
4.	Presentation and public speaking	High
5.	Multi-tasking capabilities	High