

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

#### POSITION DESCRIPTION

The senior officer Student Recruitment and Admissions will assist with the ongoing engagement with prospective students, parents, school principals, counselors and other stakeholders. The incumbent will assist in all stages of the admissions process—from initial inquiry to final enrollment—ensuring a seamless and supportive experience for applicants.

#### DUTIES AND RESPONSIBILITIES

##### Admissions

- Support day-to-day admissions operations, including conducting admissions examination and student interviews.
- Facilitating prospective student applications, conducting admissions assessments and supporting student recruitment strategies and meta-curricular evaluations
- Assist in organizing and maintaining student recruitment documentation.
- Provide personalized consultation to prospective students and their families.
- Contribute to the applicant conversion process through follow-ups and engagement.
- Respond to information and documentation requests from internal departments.

##### Communication, Monitoring and Data Management

- Manage admissions-related communications, including maintaining distribution lists and developing standardized email templates.
- Ensure all communications comply with institutional branding and communication guidelines.
- Maintaining accurate student data and documentation, ensuring proper digitization and compliance with institutional standards
- Monitor and evaluate communication strategies and applicant engagement to assess effectiveness.
- Track admissions acceptances and document reasons for declined offers to inform strategy.
- Ensure accurate data entry, proper digitization and secure maintenance of student records and documentation.

##### Yield Events

- Assist in the design and execution of yield events to engage and retain admitted students.
- Support the planning and implementation of key student recruitment events and other initiatives aimed at enhancing applicant experience and enrollment yield.

##### General Applicant Support

- Serve as a point of contact for applicants, students, parents and school counselors regarding admissions, scholarships and financial aid.
- Address inquiries related to Habib University's offerings and services.
- Perform other duties and responsibilities as assigned to support the goals of the Admissions Office.

#### REQUIRED JOB SPECIFICATIONS

Required Qualification	Bachelor's degree in Communications, Marketing, Education 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. Proven experience in content creation and social media management would be preferred.

#### REQUIRED JOB COMPETENCIES



S#	Competency	Criticality (High / Low / Medium)
1.	Microsoft Office (Word, Excel, PPT)	High
2.	Planning and Organizational skills	High
3.	Communication and Interpersonal skills	High
4.	Presentation and public speaking	High
5.	Digital marketing and online engagement strategies	High
6.	Team player and adaptability	High