

Position Title	Senior Officer, Marketing & Outreach
Department	Student Recruitment and Admissions
Reporting To	Lead Marketing, Communication and Events
Type of Position	Full Time

POSITION DESCRIPTION

The Senior Officer, Student Recruitment and Admissions, will be responsible for the strategic planning, development, and execution of a wide range of admission-related materials and initiatives. This includes the creation of engaging and informative content such as brochures, flyers, posters, and other promotional materials aimed at effectively communicating with prospective students and key stakeholders.

DUTIES AND RESPONSIBILITIES

- Develop and implement comprehensive communication plans targeting prospective students, parents, school principals, counselors, and subject teachers.
- Create and manage content for various admission materials to support information dissemination and branding initiatives.
- Oversee applicant communication through various channels including email, postal mail, phone calls, and in-person meetings, ensuring timely and accurate responses.
- Support ongoing admissions operations and assist with activities as required by the department.
- Represent the University at external workshops, school visits, education fairs, and other outreach events.
- Conduct campus tours and coordinate on-campus events designed to attract and inform prospective students.
- Collaborate with internal teams to align messaging and maintain consistency across all communication touchpoints.
- Perform other duties as assigned

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