



Marketing and Admissions

Knowledgeable in all aspects of marketing and communications, this is a valued management position responsible for providing a broad range of communications and marketing support to the organization.

The role requires effectively planning, designing, developing and evaluating marketing and communications-related initiatives that support vision and mission of the University. The person will advance the university's reputation through purposeful creative and messaging that is tied to the university's brand and the strategic initiatives of the university.

Responsibilities:

- Develop, execute and evaluate sales goals, expected outcomes and priorities in collaboration with the senior management.
- Development of Sales Strategy, Strategy Segmentation, Marketing Strategy, Brand Management, Activation & Digital Strategy, Mass Media Strategy Segmentation, Market research etc.
- Hands on experience in charting out integrated sales strategies and contributing towards enhancing business volumes, growth and achieving profitability norms & Brand equity.
- Interface with company management, and advertising agencies to develop and implement communications programs
- Oversee the development, execution and monitoring of marketing and integrated communications programs
- Evaluate impact on strategic sales communication planning objectives and strategies
- Develop, execute and evaluate marketing and communications goals, expected outcomes and priorities in collaboration with the senior management.
- Managing development of all creative materials for brand to assure correct presentation of the brand, accurate & effective communication of the brand's positioning, features and benefits

- Develop strategy, plan, supporting brand components and measurement approach
- Develop and manage organization's communications to attain or exceed plan.
- Responsible for internal and external brand advancement including management and evolution of brand guidelines and driving internal adoption
- Hands on experience in charting out integrated marketing/communication strategies and contributing towards enhancing business volumes, growth and achieving profitability norms & Brand equity.
- Managing Annual Marketing Budget

Education:	<ul style="list-style-type: none"> ▪ Master's Degree in Marketing/Brand Management from a reputed institute
Experience	<ul style="list-style-type: none"> ▪ 10 to 12 years
Computer Skills	<ul style="list-style-type: none"> ▪ Ms-Office (Word, Excel, PowerPoint)
Personal Skills	<ul style="list-style-type: none"> • Strong commitment to goals and vision of the University • Effective building of teams and harmonious working relationships • Strong commitment to performance management • Excellent interpersonal skills • Ability to build relationships at all levels • Team work and collaboration oriented • Result oriented, resourceful and self-starter • An effective administrator • Good time management skills • Ensuring activities meet and integrate with organizational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care.
Professional Skills	<ul style="list-style-type: none"> • Proficient in developing and managing – Strategy for Student Acquisition • Proficient in developing and managing – Brand identity, Brand health, Brand Strategy, Brand Planning, Brand Architecture, Budgeting, Annual Marketing plans, MR etc • Excellent team working and leadership skills, with the ability to foster collaboration and integration that facilitate development of peers and subordinates. • Strong representational skills; with the ability to work in partnership with multiple stakeholders. • Excellent interpersonal & communication skills. ▪ Experience of dealing with government departments and corporate