

Job Description for Admission Officer

Responsibilities:

The candidate should be capable of:

1. Managing the University students' admission process, from beginning to end.
2. Implementing Policies and Strategies to retain and increase the level of Student-intake, year on year.
3. Handling walk-in applicants to convert them into admission based on set criteria.
4. Assisting prospective applicants and their parents, both over the phone and in-Person, during the admission process.
5. Working in close Association with the Management and Marketing Department to Plan and Implement the Overall Admissions Policy and Strategy for all streams.
6. Encouraging Faculty Members to get actively involved in Admission Counselling.
7. Ensuring Enrolment of Students with high scores not less than the Cut-off Percentage specified by the Management [unless specifically approved by Management]
8. Monitoring preparation of questions for Student-admission related Online Tests.
9. Setting up appropriate Counselling Panels for Admissions.
10. Participating in Road shows, Exhibitions and Open Houses and Promotion in Social Media and Digital Portals as and when required by Marketing.
11. Implementing policies and strategies to control the drop out of students.
12. Meeting work targets with dedication.
13. Networking and negotiating with external parties/clients as per the need in consent with the Management and VC/Registrar
14. Identifying and Creating a database of potential students. Should have the experience of lead management.
15. Ensuring compliance with all Laws, Privacy Policies and UGC Regulations associated.
16. Preparing and making presentations.
17. Creating knowledge of basic concepts of social media advertising.
18. Counselling parents and students with regards to the academic programmes.
19. Advising students and families regarding educational opportunities and options, admission and other requirements, policies and procedures
20. Contributing to the University database of prospective and current students in the state.
21. Preparing reports and proposals, and respond to inquiries from students and external agencies.
22. Handling email enquiries.
23. Managing and lead a team
24. Having excellent Communication skills in English and Tamil. Knowledge of Hindi preferred.
25. Managing the website and other social media.

Qualification and Experience:

Graduation in any discipline.

Post-Graduate Degree in the relevant field with 15 - 20 years of experience in Education Sector.

Diploma / Degree in Management from a reputed Institute will be an added advantage.

Experience of a University, offering different programmes will be preferred.

Good communication and interpersonal skills

Hands on experience is required in MS-office suite and other tools.

Must have proven experience in Admission of Students in Higher Education Courses like BE/
B.Tech/BCom / MCom /BBA / MBA etc.