

Job Description

Job Title : Manager – Outreach (Thapar School of Liberal Arts & Sciences) **Job Location** : Patiala
Position Reports : Chief Marketing & Admissions Officer

Main Purpose

The main purpose of this job is to promote Thapar School of Liberal Arts & Sciences (TSLAS) among aspiring students across India through a proactive, well planned School & Institutional Outreach Program. Build long term relationship with key schools across the country with the objective of making TSLAS a preferred destination for world-class liberal arts and sciences education.

Qualification	Masters' Degree, preferably full time MBA.
Experience	5 - 10 years of experience (Field experience necessary)
Competency	<ul style="list-style-type: none">• Result Driven• Persistent and Self-Motivated• Verbal and Written Communication,• Interpersonal, Organization & time management skills• Ability to Understand and articulate the specific aspects of TSLAS programs in a manner that connects with the aspirations of a young generation.• Excel, PowerPoint skills essential as well as understanding of Social Media.

Specific Accountability & Job Responsibility

- Plan and execute target-driven outreach activities among school students, principals, career counsellor, coaching institutes and other such interest groups to create awareness and preferred for Thapar School of Liberal Arts & Sciences in all key cities in the country.
- Work with the faculty team to design and execute engagement initiatives aimed at building a long term relationship with schools with Schools.
- Collect, input and analyze Students & Schools data to serve as critical on-ground inputs to various marketing initiatives.
- Counsel and guide students interested in pursuing studies with TSALS from the enquiry to admission stage.
- Efficiently manage the selection process and related documentation in consultation with the faculty team.
- Market sizing, competitive analysis and budgeting
- Build the Outreach team for Thapar School of Liberal Arts & Sciences.

Compensation

- Compensation will not be a constraining factor and will be the best in the sector.
- Interested candidates can send their CVs by email (amandeep.dhot@thapar.edu) by **13th Jan 2021**.