

Position:	Manager - Admission (Regular Program)
Job Description:	IIHMR University, Jaipur, is looking for a dynamic and results-driven candidate for the position of Manager - Admission (Regular Program). This role involves planning and managing offline marketing activities such as events, workshops, campus visits, and direct outreach to prospective students and industry stakeholders. The Marketing Manager will work closely with academic teams, external vendors, and partners to enhance the visibility and reach of the university's programs, ensuring enrollment targets are met and the university's brand is strengthened in the marketplace.
Qualification:	MBA/PG in Mkt./Sales, Finance/Business Administration.
Required Skills:	<ul style="list-style-type: none"> ▪ Ability to develop and execute marketing strategies that align with the university's goals and objectives. ▪ Proven experience in managing offline marketing channels, including event management, direct outreach, print advertising, and public relations. ▪ Communication Skills: Excellent verbal and written communication skills for creating marketing materials, engaging with stakeholders, and presenting ideas effectively. ▪ Ability to establish and maintain relationships with industry stakeholders, educational institutions, and prospective students. ▪ Proficiency in analyzing market trends, campaign performance, and competitor activities to refine marketing strategies.
Required Experience:	5–7 years of experience in marketing, with a focus on offline program promotion and strategy development.
Key Responsibilities:	<ul style="list-style-type: none"> ▪ Develop and implement marketing strategies to promote offline programs, such as MBA, MPH, and other university offerings, while working to meet the enrollment goal of approximately 500 seats. ▪ Plan and execute offline and social media marketing campaigns, including events, workshops, seminars, campus visits, and digital outreach through platforms like LinkedIn, Facebook, and Instagram to engage prospective students. ▪ Collaborate with academic and administrative teams to create compelling marketing materials and content for both offline and social media channels. ▪ Monitor and analyse market trends, competitor activities, and program performance to refine marketing efforts. ▪ Build and maintain relationships with key stakeholders, including prospective students, industry partners, and educational institutions, to foster engagement and drive enrollment. ▪ Coordinate with external vendors for marketing collateral, event setups, and promotional materials. ▪ Manage the marketing budget to ensure cost-effective implementation of both offline and social media strategies, maximizing returns. ▪ Prepare detailed reports on campaign performance, market outreach, and enrollment statistics.
<p>To Apply: Mention the position you are applying for in the email subject line and send your updated CV to hrd@iihmr.edu.in</p>	