

Job Description

Position Title: Director of Admissions and Marketing

Department: Admissions and Marketing

Location: Hodmas University College Campus

Position Type: Full-Time

Reporting to: Vice President of Administration

About Hodmas University College:

Hodmas University College is a prestigious educational institution committed to providing exceptional education and fostering a culture of innovation and excellence. We are seeking a dynamic and visionary leader to serve as the Director of Admissions and Marketing and play a critical role in shaping the institution's enrollment strategy and brand presence.

Job Description:

Job Summary: The Director of Admissions and Marketing is responsible for leading the admissions and marketing efforts at Hodmas University College. This role requires a strategic thinker with a deep understanding of enrollment management, marketing, and brand development.

Key Responsibilities:

1. Admissions Strategy:

- Develop and implement comprehensive admissions strategies to meet enrollment targets and enhance the quality of incoming students.
- Collaborate with academic departments to ensure program offerings align with market demand.
- Oversee the admissions process, from recruitment to enrollment.

2. Marketing Strategy:

- Create and execute marketing strategies to enhance the institution's brand presence and reach prospective students.
- Manage the institution's online and offline marketing campaigns, ensuring alignment with institutional goals.
- Lead the development of marketing materials and content to support brand awareness.

3. Team Leadership:

- Supervise and mentor the admissions and marketing teams, fostering collaboration and professional growth.

- Set performance goals, conduct performance evaluations, and provide ongoing feedback.
- Develop the department's annual budget and resource allocation.

4. Market Research:

- Conduct market research and analysis to identify trends, competition, and potential areas for growth.
- Utilize data-driven insights to inform admissions and marketing strategies.
- Stay current with best practices in the field.

5. Partnerships and Outreach:

- Establish and maintain partnerships with schools, community organizations, and other entities to facilitate student recruitment.
- Represent the institution at relevant events, fairs, and conferences.
- Build and strengthen relationships with feeder institutions and educational networks.

6. Budget Management:

- Develop and manage the admissions and marketing budgets, ensuring efficient use of resources.
- Monitor expenses and track ROI for marketing initiatives.

Qualifications:

- Master's degree in Marketing, Social Science, Education, or a related field; or relevant degree.
- Proven leadership experience in higher education admissions, marketing, or a related field.
- Strong knowledge of enrollment management strategies and marketing practices.
- Excellent communication and interpersonal skills.
- Data-driven decision-making and analytical abilities.
- Exceptional organizational and project management skills.

How to Apply: Interested candidates should submit a resume and cover letter detailing their relevant experience and qualifications to hr@hodmas.edu.so by 5th November 2023. Please use "Director of Admissions and Marketing Application" as the subject line.

Hodmas University College is an equal opportunity employer and encourages applications from candidates of all backgrounds and experiences.