



Job Description

Position Title: Marketing Officer - Student Admission

Department: Admissions and Marketing

Location: Hodmas University College Campus

Position Type: Full-Time

Reporting to: Director of Admission and Student Finances

About Hodmas University College:

Hodmas University College is a renowned educational institution dedicated to providing exceptional education and nurturing talent. We are seeking a diligent Marketing Officer to join our Admissions and Marketing team and play a crucial role in attracting prospective students and ensuring their successful admission to our institution.

Job Description:

Job Summary:

The Marketing Officer for Student Admission is responsible for developing and implementing marketing strategies to attract prospective students, guiding them through the admissions process, and contributing to the growth of our student body. This role requires a creative and results-oriented individual with excellent interpersonal skills.

Key Responsibilities:

1. Admissions Marketing:

- Create and execute marketing strategies to promote the institution's programs and attract potential students.
- Ability to talk to students over the phone and in person to persuade them to join Hodmas
- Able to go out and promote the university name in events and gathering
- Coordinate and participate in recruitment events, fairs, and information sessions.

2. Student Outreach:

- Engage with prospective students through various communication channels, including phone calls, emails, social media, and face-to-face meetings.
- Provide information, guidance, and support to students throughout the admission process.
- Cultivate positive relationships with prospective students and their families.



3. **Application Management:**

- Assist students in completing admission applications, ensuring all required documents are submitted.
- Manage the admission application process, review applicant profiles, and make recommendations to the admissions committee.
- Communicate admission decisions to applicants and facilitate onboarding processes.

4. **Data and Reporting:**

- Maintain accurate records of prospective and admitted students.
- Generate regular reports on the effectiveness of marketing initiatives and admission outcomes.
- Utilize data to identify trends and areas for improvement.

5. **Customer Service:**

- Provide exceptional customer service to prospective students, addressing their inquiries and concerns promptly.
- Manage inquiries and resolve issues related to admissions and program offerings.

Qualifications:

- Bachelor's degree in Social science, Marketing, Business, or a related field.
- Previous experience in marketing and admissions is an advantage.
- Strong communication and interpersonal skills.
- Exceptional organizational and time management abilities.
- Familiarity with customer relationship management (CRM) systems is a plus.
- A passion for education and a commitment to helping students succeed.

How to Apply: Interested candidates should submit a resume and a cover letter outlining their relevant experience and qualifications to hr@hodmas.edu.so by 5th November 20223. Please use "Marketing Officer - Student Admission Application" as the subject line.

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