

## Job Description for Director (Admissions)

### **Job Purpose:**

To attract students to the institute by proper planning strategies; promoting the institute Nationally and Internationally for student admission; directing the staff working under Admissions Office to handle parents and students smoothly and hassle free.

### **Required Skill Sets:**

Director of Admissions must be a superb leader and excellent communicator. He/she must be extremely organized, and detail oriented as well. Dependable, hardworking, and possessing strong work ethics are also vital

### **Duties and Responsibilities:**

1. To Plan and implement various strategies to attract quality students and enhance the number of admissions years on year.
2. To work in tandem with Vice Chancellor, Registrar and Deans to set criteria and standards for admission.
3. To organize tours around campus to potential students and their parents to showcase the infrastructure facilities and the expertise of faculty.
4. To guide Chief Marketing Officer to organize exhibition and open house for school students and their parents at BSAU Campus and other places.
5. To plan and execute student admissions from various parts of the country and from abroad.
6. To organize visit to school campuses and polytechnic colleges to provide potential students with information about the academic programme.

7. To assist Chief Marketing Officer to create marketing materials like brochures, pamphlets, banners, merchandise, hoardings, etc.
8. Support Chief Marketing Officer to finalize materials for newspaper advertisement, education fairs, digital media.
9. To supervise the staff working in the Admissions Office and motivate them to bring out their best.
10. Ensure adequate hospitality extended to the parents and students at the time of admission.
11. Coordinating the activities of staff members involved during admission session.
12. To arrange standard question papers for entrance examination, schedule the online Entrance Examination dates and over-see the smooth conduct of the examination.
13. To coordinate the evaluation of Entrance Examinations and to prepare Merit List of candidates based on 12<sup>th</sup> standard MPC marks and Entrance Examination Marks.
14. To schedule the counseling of students and parents and complete the admission process smoothly.
15. Finalize scholarship for deserving and quality students.