Job Description

Post Name	Assistant Manager-Admission & Marketing
Introduction	GSFC University is incorporated under the Gujarat Private University (Second Amendment) Act 2014. The vision behind establishing this distinct University is societal development through relevant and cutting-edge knowledge in frontier areas of professional growth. GSFC-U presently offers courses in Engineering, Science, Management and Fire & Safety with major emphasis on skill development and producing industry ready manpower. Individuals with strong inclination towards academics and having an innovative approach to develop industry- ready talent are invited to join our endeavor. Explore a wide spectrum of opportunities ranging from administration to academics at GSFC University.
Roles & Responsibilities	● Planning, forecasting and analyzing market demand and student admission trends. ● Develop and implement strategies to attract prospective students to the institution. ● Plam and participate in the curettement events, such as open houses, information sessions, and education expo/fairs. ● Oversee the admissions application process, ensuring that it is clear, efficient, and in compliance with institutional and regulatory standards. ● Manage the collection and evaluation of applications, including transcripts, test scores, and other required documents. ● Supervise admissions staff, providing leadership, training, and support. ● Assign responsibilities and set performance expectations for admissions team members. ● Establish and communicate admission requirements, including academic prerequisites and other criteria. ● Ensure that the admissions process is fair, unbiased, and adheres to applicable laws and regulations. ● Oversee the evaluation of applicants based on established criteria and requirements. ● Participate in the review of more complex or borderline cases. ● Respond to inquiries from prospective students and their families regarding the admissions process, requirements, and available programs. ● Maintain communication with applicants to keep them informed about the status of their applications. ● Monitor enrollment numbers, including incoming class size, to ensure that the institution meets its enrollment goals.

- Develop strategies to meet enrollment targets, including yield initiatives.
- Maintain accurate records and data related to admissions, including application statistics, demographics, and admission trends.
- Generate reports and analyze admissions data to inform decision-making.
- Collaborate with academic departments, financial aid, and other relevant
- To contribute in the planning and implementation of marketing strategies of the University.
- To act as the day-to-day lead for marketing activity within the University. To provide expert advice on all aspects of marketing process.
- To plan the University's marketing activities and campaigns. To plan advertising and promotional campaigns which included new papers, hoardings, radio, cinema advertising, paid promotions of career guidance website, etc.
- To liaise with stakeholders and vendors to promote success of activities and enhance the company's presence on a variety of media
- To prepare content for the publication of marketing material such as brochures, and oversee distribution
- To conduct market research and surveys to identify opportunities for promotion and growth
- To prepare budgets and monitor expenses. To maintain and allocate department's budget and ensure all marketing activities are cost-effective. To arrange for student data for the purpose of admission
- To strategize Marketing Communication with target customers by designing USP Slides, Script and Other communication tools.
- To organize school visits and presentations in different schools and tuitions. To support the marketing activities of EDC
- candidates should have preliminary knowledge of digital marketing platforms related to educational consultant like Shiksha, College Dekho, College Dunia etc.

Qualification

Any Graduate/Post Graduate with Minimum 55% marks.
(MBA- Marketing Preferable)

Experience

Minimum 3 years of post-qualification experience in relevant field

Reporting

Director (Administration)

Remuneration Other

Pay and other remuneration shall be commensurate with skills, qualification, experience and market trends.

Benefits Selection

- Group Mediclaim, Insurance Policy and Group Personal Accident Policy
- Treatment at GSFC Medical Center on applicable terms

Procedure	A personal round of Interview shall be conducted by the Selection Committee. The shortlisted candidate shall be given a regular appointment of 5 years. Initially, he/she will be on a probation/observation period of 1 year. The period of Appointment may be extended/ renewed based upon the assessment of performance in accordance with the Performance Management Policy i.e. PMS for Non-Teaching staff.
Location	Vadodara, Gujarat. However, some tours to various industrial units within India and visits to other academic and R & D establishments will be expected.