



GOA INSTITUTE OF MANAGEMENT

Job Description

Ref: GIM/HR/JD/10/2025

Date: 28th April 2025

Designation	Head
Position Cadre	Admissions / Outreach
Reporting to	As assigned by the Director of the Institute

Position Overview: As the Head of Admissions, you will be at the forefront of shaping and executing the admissions strategy for our esteemed management school. Your leadership will drive innovative, data-informed, and student-centric approaches to attract, assess, and enroll top-tier talent. You will lead a dynamic team, spearhead digital and branding initiatives, and ensure an exceptional student experience from inquiry to enrollment.

Key Responsibility Areas (KRAs):

1. Strategic Admissions Leadership	<ul style="list-style-type: none">• Develop and implement forward-thinking admissions strategies aligned with institutional goals and market trends.• Establish clear enrollment targets and KPIs, ensuring a transparent and efficient admissions process.• Continuously assess and refine admissions policies to maintain competitiveness and compliance with educational regulations.• Foster a culture of excellence and accountability within the admissions team.
2. Digital Outreach & Branding Initiatives	<ul style="list-style-type: none">• Lead high-impact digital marketing campaigns across platforms such as social media, SEO, and email marketing to enhance visibility and engagement.• Collaborate with the marketing team to create compelling content that resonates with prospective students.• Monitor and analyze digital campaign performance, adjusting strategies to optimize reach and conversion rates.• Represent the institution at virtual and physical events, webinars, and education fairs to build brand presence.

3. Data-Driven Decision Making	<ul style="list-style-type: none"> Utilize various CRM systems and analytics tools to track and analyze admissions data, identifying trends and areas for improvement. Refine outreach and engagement strategies Generate regular reports on admissions metrics, providing insights to senior management for strategic planning
4. Enhancing Student Experience	<ul style="list-style-type: none"> Design and implement a seamless admissions journey, ensuring a positive experience for all prospective students. Provide personalized guidance and support to applicants, addressing queries and concerns promptly. Develop and maintain relationships with key stakeholders, including academic departments, to ensure alignment and support throughout the admissions process
5. Admissions Process Optimization	<ul style="list-style-type: none"> Streamline and enhance the admissions process to improve efficiency, reduce costs, and provide a seamless experience for prospective students. By leveraging technology and data-driven insights, aim to minimize manual tasks, eliminate bottlenecks, and ensure timely communication. This approach not only accelerates decision-making but also fosters a positive impression among applicants, ultimately leading to higher conversion rates and increased enrollment.

Qualifications and Competencies:

Category	Details
Educational Qualification	<ul style="list-style-type: none"> MBA from a Tier-1 or Tier-2 B-School
Experience	<ul style="list-style-type: none"> Minimum 15 years in B2C marketing, with at least 5 years in a leadership role within the education sector.
Skills	<ul style="list-style-type: none"> Industry Knowledge: Deep understanding of the Indian higher education ecosystem, including admissions processes and regulatory frameworks Digital Proficiency: Experience with digital marketing tools, CRM systems, and data analytics platforms. Communication Skills: Exceptional verbal and written communication abilities, with strong interpersonal skills.

Key Performance Indicators (KPIs)

No.	KPI Category	Indicators
1	Strategic Admissions Leadership	<ul style="list-style-type: none"> Achieve annual enrollment targets within a $\pm 5\%$ variance. Increase the conversion rate from inquiry to enrollment by 10% year-over-year. Reduce the average application processing time by 15%
2	Digital Outreach & Branding Initiatives	<ul style="list-style-type: none"> Grow website traffic by 10% within the next quarter. Increase social media engagement rate across platforms. Generate X leads per month through inbound marketing efforts
3	Data-Driven Decision Making	<ul style="list-style-type: none"> Utilize CRM systems to track and analyze admissions data, identifying trends and areas for improvement. Generate monthly reports on admissions metrics, providing insights to senior management.
4	Enhancing Student Experience	<ul style="list-style-type: none"> Achieve a satisfaction rate of 90% or higher in post-admission surveys. Reduce the dropout rate during the admissions process to below 5%. Implement personalized communication strategies, increasing applicant engagement
5	Admissions Process Optimization	<ul style="list-style-type: none"> Applicant Satisfaction: Achieve an applicant satisfaction score of 90% or higher through post-admission surveys. Conversion Rate: Increase the conversion rate from application to enrollment by 15% year-over-year

*Above KPI's are indicative and can be modified based on the need of the organization