

## **Campus Head - Marketing & Admissions**

### **About the Role:**

Lead campus-level marketing and admissions initiatives to drive lead engagement, UG outreach, and conversion at the assigned IMI campus. This role requires strong local coordination with colleges, teams, and the central office to maintain brand alignment, achieve seat occupancy targets, and manage post-offer engagement.

### **Key Responsibilities:**

- Lead admissions and marketing efforts for the campus
- Coordinate with UG colleges for outreach activities and partnerships
- Supervise campus marketing and admissions teams for daily execution and event support
- Coordinate with central teams for content approvals, campaign alignment, and brand consistency
- Monitor conversion metrics post-offer and ensure structured post-offer engagement
- Support content creation, campus tours, and student ambassador engagement
- Represent the campus in outreach events, info sessions, and admission-related activities
- Manage internal communication flow between central, campus, and vendor teams

### **Eligibility:**

- Minimum 6 years of experience in marketing, admissions, or education outreach roles
- Proven ability to lead campus-level execution and coordinate with UG colleges
- Experience in managing small teams, vendors, and academic stakeholders
- Familiarity with undergraduate market dynamics, student communication, and local branding
- Intermediate knowledge of content review, campaign execution, and event coordination
- Strong verbal and written communication with the ability to represent the institute externally
- Proficient in tracking basic funnel metrics and executing follow-ups

### **Key Performance Indicators (KPIs):**

- Number and quality of UG outreach activities conducted
- Applicant conversion rates at the campus level
- Timeliness and accuracy of content sent for central approvals
- Team performance and event execution quality
- Engagement and success of post-offer conversion activities

**Salary:** *We offer competitive salary that reflects current industry standards and candidate's experience.*

**Apply:** Mail your CV at [career@imibh.edu.in](mailto:career@imibh.edu.in) mentioning the post applied for in the subject line. The last date for application is 15<sup>th</sup> June 2025