



EURMOST

European University of
Research & Modern Studies

Harju maakond, Tallinn, Kristiine linnaosa, Seebi tn 1-1501, 11316, Estonia
hr@eurmost.org

REF : EURMOST/POL/HRM/22/0804

Date : 8th Aug 2022

JOB DETAILS

JOB SNO : ADMM220804
Position : Director / Deputy Director / Assistant Director (Admissions and Branding)
Department : Admissions and Branding Department
Location : Remote Working / Tartu (Preferred)
Salary Range : € 1,500 to € 4,000 per month
Qualifications : Bachelor's or Master's degree in relevant subjects
Attributes : MBA, Good Communication Skills, Good personality, Willing to travel.
Languages : English – Mandatory, Estonian – Highly Desirable, French - Desirable

RESPONSIBILITIES

- Develop Global strategies for recruiting international students in various programmes of the University.
- Draft Budget for International marketing and Administration of Admissions.
- Comprehensive Travel Plan for marketing and Visiting various countries for University Promotion and awareness to recruit prospective students.
- Devise Brand Building Plans across various platform for reaching target audience.
- Submit detailed proposal to various International Government agencies across the globe for University Collaboration.
- Build Network with the High Commissioners and Foreign Governments for scholarship support.
- Participate in various Education Fairs for Students' recruitment and coordinates effectively with Global Partners to achieve enrolment goals.
- Devise Social Media branding and Campaign Plan for University promotion and Students Engagement.
- Provide insights about new age programmes through Rigorous Market Research and Analysis.
- Develop and implementing a comprehensive student recruitment plan which includes, but is not limited to, the following components: development of an inquiry pool through the use of student search services, outreach (Education fairs and school visits), School and community college relations, use of the web and emerging technologies, digital marketing and communication strategies, effective use of CRM technologies, campus visit programs, publications, and correspondence.
- Provide leadership, management, and support for the recruitment efforts of the Office of Admissions and develops a competent, productive, and effective staff by hiring and supervising, directly and through delegation, the administrative, professional, student and clerical support personnel in the Office of Admissions.
- Execute MOUs on behalf of the University with External Agencies.

Deputy Registrar
Admin & HR



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- Effectively administer the University's prospective student software systems and databases (e.g., application for admission, CRM, transfer equivalency) by developing a working knowledge of those systems.
- Partner with schools, colleges, Learning centers, Media houses for promotion of University's courses and Programmes
- Develop regional market Plan and networking strategies.
- Develop strategies for lead generation and Lead Engagement on various platform such as PCP, Network Schools, Learning Centers, Community colleges etc.
- Develop data-driven recruitment strategies by effectively utilizing data from a variety of sources to evaluate student characteristics and trends, as well as the University's market position and competition.
- Effectively utilize University resources in accomplishing enrolment objectives by planning, developing, and controlling the departmental budget.
- Foster an office environment that empowers staff to provide constituents with excellent customer service and personalization.
- Submitting proposals for Agent commissions and Marketing support funds to the Network partners.
- Ensure the efficient processing of admission applications by developing and administering policies, procedures, and systems that provide quality admission services for prospective students.
- Effectively administer the University's admission and transfer of academic credit policies by supervising and providing leadership to the staff responsible for applying these policies and ensuring that decisions are rendered in accordance with these policies.
- Submitting Annual Report to the Vice Chancellor on Market demand Analysis, students' recruitment and Outcome.
- Submit the comprehensive plan for brand building through Mass contact programme such Webinar, Conference, seminars, blogs, YouTube, Digital feeds, google, Edu Portals etc.
- Remain competent and current through self-directed professional reading, developing professional contacts with stakeholders, attending professional development conferences, and attending training and/or courses as required by the Vice Chancellor for Enrolment, Marketing Management and Services.
- Contribute to the overall success of Admissions and enrolment by advising and assisting the Vice Chancellor in all aspects relating to the recruitment and admission of students and by performing all other essential duties as assigned.
- Engages in issue management and crisis communications functions.
- Creates and coordinates overall PR messaging for the University
- Develops social media strategies for integrated media campaigns.
- Ensures brand consistency across all digital media channels.
- Monitor reports for broken links, accessibility issues, redirects, etc.
- Ensure a consistent look and feel is maintained throughout various websites.

This description is a summary only and is describing the general level of work being performed, it is not intended to be all-inclusive. The duties of this position may change from time to time and/or based on University requirements. We reserve the right to add or delete duties and responsibilities at the discretion of the supervisor and/or hiring authority.

**Deputy Registrar
Admin & HR**