

## Job Description: Manager – Outreach Marketing

### **Job Title:** Manager – Outreach Marketing

**About:** Bhartiya Skill Development University (BSDU Jaipur) is a venture of the renowned Rajendra and Ursula Joshi Charitable Trust (RUJCT). It is the first Indian University to offer only skill-based programs and has established itself as a leading education provider with prime focus on holistic skills training based on Swiss Dual System using machinery and equipment procured from the best manufacturers all across the globe. BSDU is thus able to imbibe excellence in skills training and competitive abilities in students.

### **Role and Responsibilities:**

- Developing annual plans for the Outreach team while working closely with the Admission Office
- Designing and leading outreach strategy for multiple regions, responsible for achieving outreach targets for the assigned region
- Design and implementation of outreach strategies to maximize reach to the target audience for UG/PG programs
- Ensuring the effectiveness of academic workshops run by teachers and trainers of the university at schools or sites
- Efficient implementation of operational initiatives such as principals' meets, press briefings, open houses, participation in career fairs, etc. with a view to maximizing reach to the target audience
- Nurturing and managing existing and prospective relationships with school administrators, counsellors, and third parties/ business associates to set up interactions with students and parents of target groups
- Plan to conceive and execute powerful communication for BSDU's Undergraduate programme, including digital marketing, social media, PR and other platforms

### **Eligibility:**

- A dynamic individual preferably well-networked in the social space with strong communication skills.
- At least 3 years of work-experience with specific exposure to B2C marketing and outreach and/or higher-education and admissions & intake.
- Freshers showcasing exemplary conduct and a keen desire to learn may also apply.

### **Skill Sets Required:**

- Ability to lead and motivate teams to achieve stretch targets,
- Excellent written and verbal communication skills,
- Understanding of data analysis and marketing strategy.



**Location of work:** Bhartiya Skill Development University, Admissions Office, Plot 005/001-002, DTA, Mahindra World City, Ajmer Road, Jaipur- 302042.

**Please share your CV at [hr@ruj-bsdu.in](mailto:hr@ruj-bsdu.in)**