

## Terms of Reference

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Position: Marketing Executive  
Department/Division: Admission and Marketing  
Reports To: Head-Marketing and Executive director

### POSITION SUMMARY:

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She/he is responsible for the implementation of the marketing and advertising plans and strategies to achieve the targeted marketing goals

### KEY DUTIES & RESPONSIBILITIES:

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SN.	Key Responsibilities	Description
1	Developing marketing strategies	To recommend different marketing strategies by Identifying marketing challenges and opportunities
2	Organizing events	To identify and organize different events like exhibitions that can help to achieve the targeted objectives
3	Conducting market research	Conducting market research like questionnaires from different targeted groups, stakeholders etc. and analyze data to identify and define audiences
4	Designing marketing materials	To work closely with in-house or external creative agencies to design marketing materials such as brochures and adverts
5	Representing College	Represents the College at state, regional and national level related to areas of marketing, media, and public relations as directed.
6	Brainstorming	To brainstorm with the Top Level Management for the potential improvements or changes in marketing strategy, products, or services
7	Liaising/Building relationships	To liaise and build relation with different referral agencies that can support for the marketing and admissions
8	Participating in Events	Participate in different events like exhibitions, fairs conferences, trade shows, industry events and seminars and other different events (both inside and outside valley) representing the college.
9	Social media management	To monitor and evaluate social media strategy, policy and programs and to propose improvements as needed
10	Others	Others as assigned by supervisor

### Skills Required for the Job

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Skills	<ul style="list-style-type: none"><li>• Excellent communication and presentation skills</li><li>• Knowledge about college, courses and university rules and requirements</li></ul>
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**Note: - Need to travel inside and outside valley when required**