

Job Title: Admissions Executive

About the Role:

Drive UG outreach and applicant engagement at the campus level by nurturing leads, tracking applicant progress, and executing post-offer engagement initiatives. This role supports the campus admissions pipeline by collaborating with student committees, updating CRM data, and ensuring timely follow-ups.

Key Responsibilities:

- Conduct UG outreach visits to target colleges and institutions
- Manage campus-level lead follow-up through calls, messages, and emails
- Track and update applicant statuses on CRM in real-time
- Drive structured post-offer engagement activities to improve conversions
- Work with student committees to support admissions operations during peak periods
- Coordinate with the Campus Marketing & Admissions Head for daily task planning and lead allocations
- Collect insights from UG visits and applicant interactions to improve targeting
- Provide ground-level feedback to enhance communication strategies and outreach planning

Eligibility:

- 3 - 5 years of experience in admissions, student outreach, or marketing coordination
- Strong interpersonal skills with confidence to interact with UG students and college authorities
- Familiarity with CRM platforms and lead tracking processes
- Excellent verbal and written communication skills
- Proactive follow-up ability and disciplined coordination with internal teams
- Comfortable managing logistics and assisting in on-ground events
- Willingness to travel locally for UG outreach activities

Key Performance Indicators (KPIs):

- Number of UG outreach visits conducted
- Follow-up completion rate and CRM update accuracy
- Applicant conversion and engagement effectiveness
- Timeliness and quality of coordination with student committees
- Feedback from campus lead and central team

Location:

Delhi

Interested candidates are invited to submit their application along with a detailed resume at headadmissions@imi.edu