

Job Title: Manager/ Senior Manager – Admissions Operations & Communication

About the Role:

Oversee the admissions process operations and communication strategy across all touchpoints using Meritto CRM. This role is central to ensuring a seamless applicant journey through timely data handling, accurate scheduling, cross-team coordination, and clean funnel reporting.

Key Responsibilities:

- Operate the Meritto CRM platform end-to-end
- Manage interview invites and scheduling for applicants across campuses
- Resolve applicant queries across all communication channels (email, call, WhatsApp, etc.)
- Ensure clean, accurate, and real-time funnel data across platforms
- Track and report admissions metrics to leadership on a weekly basis
- Coordinate with the central admissions team and campus heads for lead allocation and progress
- Collaborate with content and tech teams for communication triggers and data sync
- Support pre-admissions and onboarding communication tasks including offer letters, reminders, and document collection
- Flag lead drop-offs, identify bottlenecks in the funnel, and ensure timely action
- Maintain documentation and audit readiness across CRM workflows and applicant records

Eligibility:

- 10-12 years of experience in admissions operations, CRM management, or education lifecycle coordination
- Deep hands-on experience with Meritto (formerly NoPaperForms) or similar CRM tools
- Strong understanding of admissions funnels, student lifecycle, and data hygiene practices
- Proficient in Excel and data handling, with working knowledge of scheduling tools
- Exceptional communication skills for applicant handling and cross-functional collaboration
- Experience in MIS preparation, dashboards, and CRM-based reporting
- Comfortable managing applicant communication flows at scale across multiple campuses

Key Performance Indicators (KPIs):

- Funnel accuracy and real-time updates in Meritto
- Timeliness and error-free execution of interview and offer communication
- Resolution rate and response time for applicant queries
- Weekly admissions report quality and consistency
- Internal stakeholder satisfaction (campus and central teams)

Location:

Delhi

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