

Job Title	Secretary
Job Summary	We are looking for a well-organized and responsible Secretary to provide administrative and clerical support to ensure the efficient operation of the office. The candidate will assist managers, handle communication, maintain records, and coordinate office activities
Role Responsibilities	<ul style="list-style-type: none"> • Manage and maintain office schedules, meetings, and appointments • Handle incoming calls, emails, and correspondence • Prepare reports, letters, and documents as required • Maintain filing systems and office records • Coordinate meetings, take minutes, and follow up on action items • Assist in organizing office operations and procedures • Handle confidential information with professionalism • Support management with administrative tasks
Requirements	<ul style="list-style-type: none"> • Proven experience as a Secretary, Administrative Assistant, or similar role • Good communication and interpersonal skills • Proficiency in MS Office (Word, Excel, Outlook) • Strong organizational and time-management skills • Ability to multitask and work independently • Minimum qualification: Graduation
Preferred	<ul style="list-style-type: none"> • Prior office administration experience • Knowledge of basic office equipment and procedures
Scale of Pay	As per University norms
Email your CV and other relevant documents.	hr@msruas.ac.in

Job Title	Assistant Manager- Outreach
Faculty/ Dept	Directorate of Admissions
Role Responsibilities	<ul style="list-style-type: none"> • Support the development and execution of the university’s outreach and student recruitment strategy in alignment with annual admission targets. • Plan, supervise, and monitor outreach activities across assigned regions, including school/PU college visits, feeder institution engagement, education fairs, and recruitment events. • Lead and guide Outreach Executives, allocate territories, set activity targets, review performance, and provide on-ground support and mentoring. • Build, manage, and sustain strategic relationships with Principals, Heads of Institutions, Career Counsellors, and key education partners to enable long-term institutional collaborations. • Coordinate and participate in high-impact outreach initiatives such as Open Days, Admission Drives, Entrance Tests, campus visits, and special recruitment campaigns. • Oversee lead generation and conversion processes, ensure accurate data capture in CRM/admission systems, and work closely with the Admissions Team to improve conversion ratios. • Analyze outreach performance data, prepare MIS reports, track trends, and present insights and recommendations to senior management. • Ensure consistent brand representation of the university during all outreach activities, events, and communications. • Plan outreach calendars, travel schedules, and resource deployment; monitor expenses and ensure adherence to approved budgets and reporting norms. • Gather and share market intelligence, including student preferences, competitor activities, and regional demand trends, to support admissions and marketing strategy. • Coordinate closely with Admissions, Marketing, Academic Schools, Digital, and Operations teams to ensure seamless execution of outreach initiatives. • Ensure compliance with university policies, outreach SOPs, and ethical recruitment practices.
Qualifications & Experience	Any master’s degree, preferable MBA in Marketing Experience: Minimum of 5+ years in a Higher Education Institutions/University in the field of Marketing/Admissions
Scale of Pay	As per University norms
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Job Title	Digital Manager
Faculty/ Dept	Directorate of Admissions
Role Responsibilities	<ul style="list-style-type: none"> • To coordinate with the University Webmaster to ensure the university website is up-to-date, user-friendly, and effectively communicates information to students, parents, and other stakeholders. This also includes optimizing the website for search engines (SEO) to improve visibility. • Handling the University's social media accounts, creating and curating content to engage with the community, showcase student achievements, and promote upcoming events and post-event updates. Monitoring social media trends and engaging in conversations relevant to the education sector. • Coordinating with the SPOC of each Faculty/School for regular updates on upcoming events and post-event details for further regular updates on the website and Social media platforms of the university • Collecting and analyzing data related to website traffic and social media engagement. Using this, data assessment on the effectiveness of strategies and campaigns to be made, and make data-driven decisions to improve outcomes. • Generate and manage digital content, such as blog posts, videos, infographics, and podcasts that provide value to students, parents, and the broader education community. • Coordinating for creative designing for both pre-and post-events organized at the university level • Ensuring the university's digital assets, including student data and online platforms, are secure and compliant with relevant data protection regulations. • Strategizing to improve the Organic reach of the University pages and also work towards increasing followers on the page • Engaging followers/viewers with some kind of continuous activities on the page • Working closely with various departments, including admissions, marketing, IT, and academic teams, to align digital efforts to meet the overall university objectives.

	<ul style="list-style-type: none"> • Regular monitoring of communications on Social media platforms, addressing any issues or negative feedback promptly and professionally. • Developing and overseeing a monthly calendar to ensure timely and efficient promotion on various platforms. • Collaborating with a content writer to facilitate the creation of diverse content catering to different needs and initiatives. • Assisting the Admissions and Marketing team by overseeing paid campaigns associated with admissions. • Utilizing Google AdWords to enhance the university's nationwide visibility.
Qualifications & Experience	Any master's degree, preferable MBA in Marketing Experience: Minimum of 7+ years in a Higher Education Institutions/University in the field of Marketing/Admissions
Scale of Pay	As per University norms
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