

<b>Job Title</b>	<b>Digital Manager</b>
<b>Faculty/ Dept</b>	Directorate of Admissions
<b>Role Responsibilities</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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</li> <li>• 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.</li> <li>• Generate and manage digital content, such as blog posts, videos, infographics, and podcasts that provide value to students, parents, and the broader education community.</li> <li>• Coordinating for creative designing for both pre-and post-events organized at the university level</li> <li>• Ensuring the university's digital assets, including student data and online platforms, are secure and compliant with relevant data protection regulations.</li> <li>• Strategizing to improve the Organic reach of the University pages and also work towards increasing followers on the page</li> <li>• Engaging followers/viewers with some kind of continuous activities on the page</li> <li>• Working closely with various departments, including admissions, marketing, IT, and academic teams, to align digital efforts to meet the overall university objectives.</li> <li>• Regular monitoring of communications on Social media platforms, addressing any issues or negative feedback promptly and professionally.</li> </ul>

	<ul style="list-style-type: none"> <li>• Developing and overseeing a monthly calendar to ensure timely and efficient promotion on various platforms.</li> <li>• Collaborating with a content writer to facilitate the creation of diverse content catering to different needs and initiatives.</li> <li>• Assisting the Admissions and Marketing team by overseeing paid campaigns associated with admissions.</li> <li>• Utilizing Google AdWords to enhance the university's nationwide visibility.</li> </ul>
<b>Qualifications &amp; Experience</b>	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
<b>Scale of Pay</b>	As per University norms
<b>Email your CV and other relevant documents.</b>	<a href="mailto:hr@msruas.ac.in">hr@msruas.ac.in</a>

<b>Job Title</b>	<b>Outreach Executive</b>
<b>Faculty/ Dept</b>	Directorate of Admissions
<b>Role Responsibilities</b>	<ul style="list-style-type: none"> <li>• Plan and execute outreach activities with PU Colleges, Class 12 schools, feeder institutions, and education partners as per the university outreach strategy.</li> <li>• Build and sustain professional relationships with Principals, Heads of Institutions, Career Counsellors, and Faculty Coordinators to enable long-term collaborations.</li> <li>• Conduct institutional visits, academic interactions, student engagement sessions, and repeat visits to strengthen institutional connect.</li> <li>• Provide accurate counselling to students and parents on academic programs, eligibility, admission process, fees, scholarships, and campus facilities.</li> <li>• Represent the university at education fairs, career expos, seminars, workshops, and outreach events, ensuring adherence to university branding and communication guidelines.</li> <li>• Generate, capture, and manage prospective student leads through outreach activities and update all data accurately in the CRM/admission systems.</li> <li>• Follow up with leads and coordinate with the Admissions Team to support application, entrance test, and admission conversions.</li> <li>• Plan and undertake extensive travel across Karnataka and other states, with flexibility to work during weekends, holidays, and peak admission periods.</li> <li>• Submit timely travel plans, visit outcomes, expense statements, and periodic outreach reports (daily, weekly, and monthly) as per university norms.</li> <li>• Coordinate with Admissions, Marketing, Academic Schools, and Digital Teams, provide feedback on student trends and competitor activity, and support university initiatives such as Open Days, Admission Drives, Entrance Tests, and special recruitment campaigns</li> </ul>
<b>Qualifications &amp; Experience</b>	UG in any discipline Experience: Minimum of 2+ years

<b>Scale of Pay</b>	As per University norms
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<b>Job Title</b>	Assistant Manager- Outreach
<b>Faculty/ Dept</b>	Directorate of Admissions
<b>Role Responsibilities</b>	<ul style="list-style-type: none"> <li>Support the development and execution of the university's outreach and student recruitment strategy in alignment with annual admission targets.</li> <li>Plan, supervise, and monitor outreach activities across assigned regions, including school/PU college visits, feeder institution engagement, education fairs, and recruitment events.</li> <li>Lead and guide Outreach Executives, allocate territories, set activity targets, review performance, and provide on-ground support and mentoring.</li> <li>Build, manage, and sustain strategic relationships with Principals, Heads of Institutions, Career Counsellors, and key education partners to enable long-term institutional collaborations.</li> <li>Coordinate and participate in high-impact outreach initiatives such as Open Days, Admission Drives, Entrance Tests, campus visits, and special recruitment campaigns.</li> <li>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.</li> <li>Analyze outreach performance data, prepare MIS reports, track trends, and present insights and recommendations to senior management.</li> <li>Ensure consistent brand representation of the university during all outreach activities, events, and communications.</li> <li>Plan outreach calendars, travel schedules, and resource deployment; monitor expenses and ensure adherence to approved budgets and reporting norms.</li> <li>Gather and share market intelligence, including student preferences, competitor activities, and regional demand trends, to support admissions and marketing strategy.</li> <li>Coordinate closely with Admissions, Marketing, Academic Schools, Digital, and Operations teams to ensure seamless execution of outreach initiatives.</li> <li>Ensure compliance with university policies, outreach SOPs, and ethical recruitment practices.</li> </ul>
<b>Qualifications &amp; Experience</b>	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
<b>Scale of Pay</b>	As per University norms
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