



The Synthetic & Art Silk Mills' Research Association
Worli, Mumbai- 400 030
(Ref#011)

SASMIRA being a leading Textile Research Association and renowned brand in education sector invites applications for the following post

Post: Manager – Outreach & Admissions (The appointment will be on fixed tenure basis)
(Ref#011)

Education: Minimum Graduation.

Competencies/ Skills Required: Proven track record in admissions & outreach activities..

Role:

- **Conduct Above the line (ATL) Activities - The activities which focuses on mass audience**
 - Organize interactive sessions at colleges in Western suburbs, Southern Mumbai, Thane and Navi Mumbai.
 - Invite students from UG colleges to attend workshops at our campus and career counseling.
 - Use alumni and student ambassadors to share real stories.
- **Conduct Below the line (BTL) Activities - The activities which focuses on one to one attention**
 - Conduct Exam Awareness Workshops – CAT/ CMAT/ ATMA/ MH CET
 - Conduct Admission Workshop - Why Sasmira and our Admission Process
 - One-on-One Counseling of Students interested in education programs/courses at Sasmira
 - Invite prospective students and parents for immersive campus tours and provide detailed information on our PGDM program
- **Conduct Digital Campaigns:**
 - Launch geo-targeted Instagram Marketing to address graduation Students
 - YouTube ads Marketing to address graduation Students
 - Featuring student testimonials, faculty highlights, and placement success stories.
- **Influencer Tie-ups:**
 - Partner with local education influencers and

- Partner with career counselors to review the institute and share content.
- **Provide necessary support for:**
 - Upgradation of website – Providing necessary information to IT team in conjunction with the faculty
 - Work towards building further awareness amongst the student community, opinion leaders and parents.
- **Implementation of New ERP**
 - For Application & Admission & lead management software

Location: Worli, Mumbai.

Remunerations: Negotiable.

Interested candidates may apply within **10 days** to

**Director General,
SASMIRA**
Sasmira Marg,
Worli, Mumbai – 400 030.
Email ID: hr@sasmira.org
Website: www.sasmira.org