

Telangana State Private Universities Act No. 11 of 2024

Gowraram, Hyderabad, Telangana, 502279

www.kaveriuniversity.edu.in

NOTIFICATION NO. 15/2026

Admissions & Marketing Team

The University invites applications from dynamic, result-oriented, and experienced professionals for various positions in the Admissions & Marketing Team.

POSITIONS

Sl. No.	Designation	No. of Positions
1	Manager - Outreach	1
2	Deputy Manager - Outreach	2
3	Assistant Manager - Outreach	2
4	Junior Manager - Outreach	2
5	Associates – (Tele-calling, Admissions Backend)	4
6	Asst. /Deputy Manager - Branding	1
7	Asst/ Jr Managers – Branding & Event Management (Promotions)	3

1. Manager – Outreach

Minimum Qualifications & Experience

Bachelor's Degree in Management, Marketing, Business Administration, Communications, Education, or a relevant discipline. Master's Degree / MBA is desirable. 10+ years of relevant experience in institutional outreach, student recruitment, admissions, education marketing, business development, or related functions.

Key Responsibilities

- Plan and execute institutional outreach strategies to generate prospective student interest.
- Build and maintain relationships with schools, colleges, counsellors, educational institutions, students, and parents.
- Conduct campus visits, workshops, seminars, career guidance sessions, and outreach events.
- Generate qualified leads and coordinate handover and follow-up with the admissions team.
- Track outreach activities, market/student insights, and lead-generation performance.
- Lead and guide the outreach team to achieve assigned outreach objectives.
- Prepare outreach reports and updates for management.

2. Deputy Manager – Admissions

Minimum Qualifications & Experience

Bachelor's Degree in Management, Marketing, Business Administration, Communications, or a relevant discipline. Master's Degree / MBA is desirable. 6+ years of relevant experience in admissions, outreach, student recruitment, education marketing, branding, or related functions.

Key Responsibilities

Coordinate institutional outreach and student engagement activities as per University objectives.

- Represent the University at career fairs, education expos, seminars, and student recruitment events.
- Build relationships with schools, colleges, counsellors, educators, students, and parents.
- Conduct outreach visits, workshops, counselling, and awareness activities to generate leads.
- Coordinate with Admissions & Marketing teams for timely lead follow-up and conversion.
- Maintain CRM records and track outreach activities, leads, follow-ups, and conversions.

3. Assistant Manager – Admissions & Marketing

Minimum Qualifications & Experience

Bachelor's Degree in Management, Marketing, Business Administration, Communications, or a relevant discipline. MBA / Master's Degree is desirable. 4+ years of relevant experience in admissions, marketing, outreach, branding, event management, or related functions.

Key Responsibilities

Support planning and execution of institutional outreach and student recruitment activities.

- Conduct school/college visits, workshops, seminars, career guidance, and promotional activities.
- Engage with prospective students and parents and provide programme and admission information.
- Generate and manage leads through outreach, events, referrals, and other channels.
- Coordinate with Admissions, Marketing, and other teams for lead follow-up and conversion.
- Maintain CRM records, outreach MIS, and activity reports.
- Track outreach performance and support achievement of assigned targets.

4. Junior Manager – Admissions & Marketing

Minimum Qualifications & Experience

Bachelor's Degree in Management, Marketing, Business Administration, Communications, or a relevant discipline. 2+ years of relevant experience in admissions, marketing, sales, counselling, student recruitment, outreach, or related functions.

Key Responsibilities

Support school and college outreach, student engagement, and recruitment activities.

- Conduct outreach visits, workshops, seminars, counselling, and promotional activities.

- Interact with prospective students and parents and communicate programme and admission information.
- Generate leads and conduct regular follow-ups with prospective students.
- Maintain accurate CRM records, lead status, follow-ups, and outreach reports.
- Coordinate with Admissions and Marketing teams for effective lead conversion.
- Work towards assigned outreach, lead-generation, and admission targets.

5. Associate – Admissions & Marketing

Minimum Qualifications & Experience

Bachelor's Degree in any relevant discipline from a recognized University. Freshers may apply; prior experience in admissions, counselling, sales, marketing, or customer engagement is an advantage.

Key Responsibilities

- Handle student and parent enquiries through calls, messages, email, and other communication channels.
- Make outbound calls, generate leads, and conduct regular follow-ups with prospective students.
- Update lead status, call outcomes, applications, interviews, and follow-ups in the CRM.
- Assist students with applications, documentation, and incomplete application follow-ups.
- Coordinate and schedule student interviews and communicate interview details.
- Follow up on pending fees and admission formalities.
- Maintain daily activity reports and support lead-to-enrolment conversion.

6. Asst. /Deputy Manager - Branding

Minimum Qualifications & Experience

Bachelor's Degree in Management, Marketing, Business Administration, Communications, or a relevant discipline. Master's Degree / MBA is desirable. 6+ years of relevant experience in admissions, outreach, student recruitment, education marketing, branding, or related functions.

Key Responsibilities

- Develop and execute branding strategies aligned with institutional objectives.
- Plan and manage annual branding, marketing, promotional, and event activities.
- Manage brand communication across brochures, digital media, websites, social media, and other assets.
- Coordinate with creative, advertising, media, printing, and production vendors.
- Ensure consistency with brand guidelines across communication and promotional materials.
- Monitor brand performance, market trends, campaigns, and analytics.
- Manage branding budgets, reports, brand assets, and internal team coordination.

7. Asst/ Jr Managers – Branding & Event Management (Promotions)

Minimum Qualifications & Experience

Bachelor's Degree in Management, Marketing, Business Administration, Communications, or a relevant discipline. MBA / Master's Degree is desirable. 4+ years of relevant experience in admissions, marketing, outreach, branding, event management, or related functions.

Key Responsibilities

- Support development and implementation of branding and marketing plans.
- Ensure consistent brand identity, messaging, and promotional guidelines.
- Coordinate brochures, banners, presentations, advertisements, videos, and social media content.
- Coordinate with agencies, designers, photographers, printers, and other vendors.
- Support digital branding, website updates, email campaigns, and social media promotions.
- Assist in exhibitions, events, promotional activities, and stakeholder engagement.
- Maintain brand assets and campaign records and monitor market and competitor trends.

Application Procedure

Interested candidates may download the Non-Teaching Application Form from the University website:

<https://kaveriuniversity.edu.in/downloads/>

Applicants should submit the completed application form along with Resume and relevant experience certificates (in a single PDF document) to:

careers@kaveriuniversity.edu.in

Last date for submission: 30-09-2026

Registrar