

Qualifications, Experience, and Other Information for Recruitment

Position: Assistant Director (*Digital Marketing*), Admission Office

Eastern University is seeking a dynamic and tech-savvy **Digital Marketing Associate** to join our Admissions Office. The selected candidate will play a key role in executing and optimizing digital marketing campaigns, managing social media advertising, and driving lead generation efforts to enhance student enrollment and brand visibility. This position requires build in-house expertise for future campaign management.

Job Responsibilities

- Plan, execute, and optimize paid campaigns across social media platforms (e.g., Facebook, Instagram, LinkedIn).
- Monitor campaign performance, analyze key metrics, and generate actionable reports for continuous improvement.
- Respond to student inquiries received via digital platforms and support lead nurturing.
- Collaborate with the Admissions Team to align digital strategies with enrollment targets.
- Support the implementation and troubleshooting of digital marketing tools and call center software.
- Conduct A/B testing, audience segmentation, and budget optimization to maximize ROI.
- Ensure reliable internet connectivity and seamless access to marketing tools for uninterrupted campaign execution.
- Assist in training admission personnel on digital marketing tools and best practices.

Qualifications

- Bachelor's and Master's degrees in Marketing, Digital Media, Business, or a related discipline.
- Minimum 3–4 years of relevant experience in digital marketing, social media advertising, or performance marketing (exceptionally skilled fresh graduates may also be considered).
- Proficiency in using Meta Ads Manager, Google Ads, LinkedIn Ads, and digital analytics tools.
- Strong analytical capabilities with the ability to interpret data and adapt marketing strategies accordingly.
- Excellent written and verbal communication skills, particularly in engaging prospective students.
- Basic design skills using tools like Canva or Adobe Photoshop are an added advantage.

Additional Requirements

- Willingness to work from the Ashulia Campus and coordinate remotely with the DRC as needed.
- Ability to troubleshoot common technical issues related to campaign tools and platforms.
- Proactive, detail-oriented, and capable of meeting tight deadlines.
- Familiarity with CRM systems and lead management software will be preferred.