

Royal Thimphu College

Terms of Reference – Marketing/Admissions (Asst.) Manager

The Marketing/Admissions Manager or Assistant Manager (depending on qualifications and experience) will serve as the key focal person for admissions activities at the college, including all marketing related to admissions.

A general framework for the roles and responsibilities (including but not limited to the following) of the Marketing/Admissions Manager is outlined below:

1. Develop and implement the College's overall marketing strategy with particular emphasis on student recruitment:

- Develop a strategic marketing plan, including conducting appropriate market research, and ensure that it is implemented.
- Evaluate the effectiveness of marketing strategies and modify plans accordingly.
- Design, coordinate, and monitor the College's public relations and external communications.
- Ensure accurate and updated information is available on all public channels, such as the RTC website, social media, and any publications of the College.
- Supervise and coordinate implementation plans with the staff officers in the marketing office.
- Ensure appropriate marketing materials, gifts & souvenirs/novelties are produced for local and international student recruitment, institutional partnerships, College facilities and scholarships on a timely basis.

2. Coordinate admissions for the College's degree programmes:

- Serve as the secretary of the Admissions Committee.
- Prepare and coordinate the annual admissions plan, including preparing the admissions calendar, coordinating with the marketing strategy, coordinating with scholarship partners, conducting relevant research, and reviewing past admissions plans.
- Manage the overall admissions process, including guiding and supervising relevant admissions and marketing officers in executing the admissions plan.
- Monitor the progress of admissions and propose appropriate adaptations to the plan if required.

3. Other responsibilities include:

- Support the preparation of a projected annual budget, including detailed expenditure projections.
- Any other duties as may be assigned.

Reporting: The Marketing/Admissions Manager shall report to the Dean, Development and External Relations Department.