

Job Title: Business Development – School Admissions & Partnerships

Department:

Location: _____

Reports to: Head – Marketing / School Director

Role Overview

The Business Development will be responsible for planning and executing strategic outreach activities to increase admissions and brand visibility for the school. This role requires strong networking, partnership development, community engagement, and on-ground marketing execution to drive quality footfalls and enquiries for student admissions.

Key Responsibilities

A. Partnerships & Tie-Ups

- Establish and maintain tie-ups with **playschools** to create a structured student transition funnel for early years admissions.
- Develop partnerships with:
 - **Corporates**
 - **Banks**
 - **Government Offices**
 - **Hospitals**
 - **Defence Forces (Army, Police, CRPF, BSF etc.)**
- Negotiate and execute mutually beneficial association models such as employee/student benefits, orientation sessions, kiosk setups, and campus visits.

B. Media & PR Outreach

- Identify and secure a **local newspaper as a media print partner** for long-term collaboration.
- Ensure newspaper partnership delivers:
 - 2–3 monthly school event coverages
 - Principal quotes in relevant educational stories
 - Visibility options via stands/branding in school reception

C. Events & Community Engagement

- Identify and execute **events and student engagement activities** in targeted residential societies to generate admissions enquiries.
- Plan and manage **branding visibility** in targeted catchment areas and housing societies (permanent & temporary installations).
- **Invite people of eminence** (VIPs, speakers, experts) for:
 - Guest lectures
 - Chief guest presence
 - Guest of honour opportunities
- Coordinate **school participation** in high-footfall events (education fairs, expos, cultural forums etc.) wherever relevant.
- Execute **community service initiatives** to build goodwill and strengthen school reputation in the region.
- Organize **seminars and workshops** for parents and students on campus to drive walk-ins and brand recall.
- Conduct **government-linked public services** like Aadhaar enrolment camps on campus to increase parent footfall.
- Promote use of **school auditorium** for reputable symposiums (e.g., doctors' meet, engineers' meet) to strengthen influence among the target audience.

D. Branding & Seasonal Visibility

- Shortlist, negotiate and finalize **hoarding sites** in high-potential zones during admission phases.
- Work with administration teams to ensure **timely production and installation of brochures, pamphlets and branding materials**.

E. Market Intelligence

- Regularly monitor and report **competition schools' marketing strategies, fee structures, scholarship models, and admission activities**.
- Share actionable insights to improve school's outreach activities.

Key Performance Indicators (KPIs)

- Number of new tie-ups and associations per month/quarter

- Quality and quantity of enquiries generated from partnerships and events
- Number of footfalls driven to campus through outreach activities
- Number of society/community events executed
- Visibility achieved through media partnerships
- Admissions contribution from BTL and partnership channels

Skills & Competencies Required

- Excellent communication and interpersonal skills
- Strong negotiation and relationship-building ability
- Experience in field networking, business development, or institutional partnerships
- Ability to plan and execute events independently
- Understanding of target audience segmentation and territory mapping
- Professional presence and ability to represent the school at public forums
- Target-driven approach with strong follow-up skills

Desired Qualification & Experience

- Graduate / MBA in Marketing, Business Development or relevant specialization
- **3–8 years of experience** in Business Development, Institutional Sales, Partnerships, or Education Sector Outreach
- Experience in **schools / education industry** will be an added advantage

Work Style

- Field-intensive role requiring regular travel in catchment areas
- Proactive, self-driven, and target-oriented personality