

GD GOENKA WORLD SCHOOL

JOB DESCRIPTION

“Shape young minds, while shaping your own career.”

JOB TITLE

Senior Executive Admission

1. DEPARTMENT / REPORTING TO

Department: Administration

Reports to: Admission Head / Principal/Management

2. JOB LOCATION / POSITION TYPE

Sohna

3. JOB PURPOSE / SUMMARY

The Senior Executive – Admissions plays a key role in driving the school’s student recruitment and admissions processes. This role is responsible for managing enquiries, engaging with prospective parents, coordinating admissions events, and ensuring a smooth and positive experience from first contact to student enrolment. The incumbent will support achieving annual enrollment targets and maintain high standards of customer service and operational excellence.

4.ABOUT THE ORGANISATION:

Organisation Culture: At GD Goenka, our culture is built on the foundation of excellence, inclusivity, and innovation. We foster an environment where every individual—whether in teaching, administration, or support—feels valued, respected, and empowered to contribute their best. Guided by our THRIVE values (Trust, Humility, Respect, Innovation, Vision, and Excellence), we create a workplace that balances high professional standards with a deep sense of belonging and care.

Collaboration, continuous learning, and recognition of contributions are central to our ethos. We encourage openness, creativity, and accountability, while also celebrating milestones and personal achievements. With strong emphasis on ethics, well-being, and growth, GD Goenka's organisational culture is not just about building great careers but about shaping meaningful lives.

Vision: Rooted in a rich legacy of excellence, we aspire to set global benchmarks in education. As a progressive organization, we are committed to creating learning environments that foster innovation, agility, intellectual curiosity, and responsibility.

Mission: We are committed to becoming one of the top 10 respected education brands in India and globally, accredited and ranked by reputed agencies in all categories. Our mission is to support and empower our partner institutions and stakeholders across all disciplines with leadership, culture and resources to ensure their growth and excellence

Values :



Team Centric – We believe in the power of collaboration and shared success, where every achievement is a collective milestone. By fostering mutual support and a spirit of teamwork, we ensure that progress is a unified effort, strengthening our community and amplifying impact.

Harmonious – We remain adaptable yet grounded, creating an environment where diverse perspectives coexist in synergy. While embracing change, we stay true to our core values and heritage, ensuring that progress is achieved with integrity, balance and respect for our roots.

Resilient – Challenges are opportunities to grow. We persevere with agility, adaptability, and an indomitable spirit, turning setbacks into steppingstones towards our vision. With a mindset of continuous learning and improvement, we move forward with confidence & purpose.

Innovative – We boldly reimagine possibilities, pushing the boundaries of creativity and progress. By fostering a culture of curiosity and forward– thinking solutions, We shape the future, ensuring that we remain at the forefront of transformational change.

Versatile – We evolve with the times while staying true to our essence. Our ability to adapt and integrate new ideas without losing our identity empowers us to succeed in an ever–changing world. By balancing tradition with innovation, we remain relevant, dynamic, and impactful.

Empathetic – Integrity, respect, and inclusivity define our approach. We create a culture of trust and transparency, treating everyone with dignity and compassion. By fostering an environment where every individual feels valued and heard, we enable collective success and shared growth.

5. KEY RESPONSIBILITIES

The responsibility of the Admission Manager would include, but are not limited to –

Admissions Management

- Serve as a primary point of contact for prospective parents, handling enquiries via phone, email, walk–ins, and school portals.
- Manage the end–to–end admissions process, from enquiry to offer and enrollment confirmation.
- Schedule and conduct parent school tours, admissions meetings, and interviews.
- Maintain accurate records of all prospects, applications, approvals, and communications in the admissions database.
- Support admissions decision processes in coordination with the Head of Admissions.

Customer Engagement

- Build and maintain strong relationships with prospective families to understand their needs and guide them through the admissions journey.
- Follow up with leads consistently to maximize enquiry–to–enrolment

conversion.

- Provide detailed, responsive information about school programmes, curricula (IB/IGCSE), fees, and policies.

Events and Outreach

- Assist in planning, organising, and executing admissions-related events such as Open Days, orientation sessions, webinars, and promotional events.
- Represent the school at external education fairs and community outreach activities to build awareness and generate leads.
- Support collaboration with marketing to promote admissions campaigns and school branding initiatives.

Data, Reporting & Compliance

- Maintain and update admissions data, generating weekly/monthly reports on enquiries, conversions, and enrollment metrics.
- Compile insights and feedback from prospective parents to enhance service quality and refine admissions strategy.
- Ensure compliance with school policies, data privacy standards, and relevant regulatory requirements.

Collaboration

- Work closely with the Marketing team to align admissions outreach with promotional activities and campaigns.
- Partner with Academic and Administrative departments to ensure seamless onboarding of new students.
- Support continuous improvement of admissions processes and systems.

6. QUALIFICATIONS / REQUIREMENTS

- Bachelor's degree (Master's in Management, Marketing or Education preferred)
- Minimum 4–7 years of experience in school admissions, counselling, or client-facing roles.
- Strong communication skills—written and verbal.
- Excellent interpersonal, presentation, and persuasive skills. Ability to manage multiple tasks and handle high-pressure periods (peak admission

seasons).

- Proficiency in MS Office and CRM tools.
- A professional and approachable demeanor.

COMPETENCIES / SKILLS

- Relationship Building
- Target Orientation & Conversion Focus
- Problem Solving
- Confidentiality & Professionalism
- Team Coordination
- Attention to Detail

9. OTHER REQUIREMENTS

- Adherence to all organizational policies is mandatory.
- The elements contained in this job description are subject to amendment as the needs of the school/Organisation change.
- Any other duties that go naturally, customarily and conventionally with the work and job of Senior Executive Admission which are implied in the effective and smooth running of the school/organization and/or such other professional duties, responsibilities or assignments as GDG may delegate from time to time as, it may, deem appropriate.

In addition to the above, responsibilities will include any other tasks/assignments or work assigned by the Principal/Administrator/Management/Respective CXO/Promoters.