

GD GOENKA WORLD SCHOOL

JOB DESCRIPTION

"Shape young minds, while shaping your own career."

JOB TITLE

Admission Manager

1. DEPARTMENT / REPORTING TO

Department: Administration

Reports to: Admission Head / Principal/Management

2. JOB LOCATION / POSITION TYPE

Sohna

3. JOB PURPOSE / SUMMARY

The Admission Manager will be responsible for driving student enrollment by managing the end-to-end admission process. This includes parent counselling, handling enquiries, coordinating school tours, maintaining communication pipelines, and ensuring a smooth and professional admission experience aligned with the school's vision and standards.

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 –

Enquiry Management

- Handle walk-ins, telephonic, email, and online enquiries promptly and professionally.
- Maintain updated records of enquiries in the CRM/admission tracking system.
- Provide timely follow-up and ensure conversion of enquiries to applications.

2. Parent Counselling & School Representation

- Counsel prospective parents and students regarding school philosophy, curriculum, facilities, and admission requirements.
- Conduct school tours, orientation sessions, and admission briefings.
- Represent the school at education fairs, outreach events, and promotional activities.

3. Admission Process Coordination

- Oversee the complete admission cycle—from enquiry to enrolment.
- Coordinate student assessments, interviews, and interactions with academic teams.

- Ensure accurate documentation, verification of required forms, and timely fee collection.

4. Data Management & Reporting

- Prepare periodic admission reports, conversion statistics, and projections.
- Maintain accurate student records and ensure data confidentiality.
- Analyse trends and provide insights for improving enrolment strategies.

5. Marketing & Outreach Support

- Collaborate with the marketing team for branding, digital campaigns, and school visibility initiatives.
- Identify new channels for outreach and relationship building with feeder schools, consultants, and corporates.

6. Customer Relationship Management

- Maintain strong relationships with parents throughout the admission journey.
- Address queries and concerns promptly, ensuring a positive experience.
- Assist with parent onboarding during student induction and school events. achievements.

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 demeanour.

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 Principal 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.