



# Adi Shankara

## INSTITUTE OF ENGINEERING AND TECHNOLOGY, KALADY

Approved by AICTE & Affiliated to APJ Abdul Kalam Technological University  
Vidya Bharathi Nagar, Kalady, Ernakulam, Kerala  
[www.adishankara.ac.in](http://www.adishankara.ac.in)

### ADMISSION OFFICER:

#### Minimum Qualifications

- B.Tech Graduate from a recognized university (mandatory).
- Strong communication and interpersonal skills.
- Proficiency in MS Office, Google Workspace, and basic data-handling tools.
- Good command over English and Malayalam (spoken and written).
- Ability to travel for admission-related activities, outreach programs, and school visits.
- Basic understanding of engineering programs, admission processes, and regulatory guidelines.

#### Preferred Qualifications (Optional but Advantageous)

- Experience in admissions, counselling, marketing, or student-facing roles.
- Knowledge of CAP/management admissions, admission portals, and university regulations.
- Experience in organizing events, presentations, or educational fairs.

### Key Roles and Responsibilities:

#### A. Admission Counselling & Student Support.

- Guide prospective students and parents about courses, eligibility, fees, and admission procedures.
- Conduct one-on-one counselling sessions (online/offline).
- Address queries via phone, email, WhatsApp, or campus visits.
  - Manage admission portal in the ERP.

#### B. Admission Process Management

- Assist in end-to-end admission activities for B.Tech and other programs.
- Handle application verification, documentation, and data entry.
- Coordinate with departments, exam cell, accounts office, and administration for smooth onboarding.



- Maintain accurate and updated admission records.

### **C. Outreach & Marketing Support**

- Participate in school/college visits, education fairs, and promotional campaigns.
- Assist in preparing promotional materials, presentations, and social media content.
- Engage with career counsellors, and external partners.

### **D. Communication & Coordination**

- Provide timely updates to management regarding admission progress.
- Coordinate with internal teams for brochures, events, and orientation programs.
- Support the PRO/Marketing team in lead generation and follow-up activities.

### **E. Campus Engagement & Event Support**

- Assist in organizing open-house programs, admission helpdesks, counselling days, and campus tours.
- Support department-level admission committees as assigned.

### **F. Compliance & Reporting**

- Ensure adherence to AICTE, university, and state government admission guidelines.
- Prepare daily/weekly admission reports and update dashboards.
- Handle sensitive student data with confidentiality and accuracy.

## **4. Essential Skills**

- Excellent communication and presentation skills
- Student-friendly attitude and strong listening ability
- Good organizational and multitasking skills
- Ability to work under pressure during peak admission season
- Problem-solving ability and customer-service orientation

## **5. Personal Attributes**

- Professional, courteous, and patient
- Strong work ethic and time management
- Team player with a positive attitude
- Willingness to learn and adapt quickly

