

Respected Sir/Madam,

Greetings!

I am writing to apply for a suitable position in your esteemed organization with prime motivation to exercise my abilities to the fullest extent. I seek this opportunity to develop and enhance my abilities, which may be an asset to your community and to my personal aspirations. I am interested in the Administration facet of your institution that suits my profile and I shall make a significant contribution to our alliance.

I have total experience & working knowledge of above 15 years in the field of Education, both in Teaching and Administration. My enclosed curriculum vitae defines the qualifications and skills that I will bring to your institution. I have been looking after *Admissions, Communication, Marketing, Promotions and Public Relations* during my preceding tenures with reputed organizations.

Primarily responsible for leading the *Admission Department* to reach enrolment goals, designing the admission recruitment strategies, overseeing the application and selection processes, responsible for scholarships and managing resources. In addition to the management of communications and relating well with a wide range of prospective parents and their children, my roles and responsibilities includes but is not limited to: -

- Reporting to Founder-Principal / President or Director and working closely with faculty and Departments of Learning, Student Life and Marketing & Strategic Communications.
- Coordinating Promotional Events to attract new students by maintaining working relationships with Academic and Administrative departments; networking, designing, implementing and evaluating effective communications; working closely with the Alumni & Community Relation office, Publication Department, Parent Representatives and the Head of Operations in promoting the profile of the whole School to external audiences.
- Plan recruitment trips to various centres in India and overseas, coordinate with parents in these places, School office and Principal/ Director.
- Providing information on curriculum of the school and its hybrid nature. Interpreting records coming from a wide range of Education Systems, including primarily the Indian, British, IB and American type.
- Liaise with individual parents, PR offices and organizations in spreading information about the school as widely as possible and determining sources of potential and prospective students.
- Establishing open communication with parents and newly accepted students to facilitate successful adjustment on arrival.
- Be familiar in all aspects of the operation of the educational institution.
- Determining the best advertising media; creative input into new advertising campaigns. Liaison with the School's advertising agency, designers and printers (in-house and external).
- Devising, formulating and revising publications and marketing materials (brochures, flyers, posters) for the School's programmes post liaising with the relevant academic staff and in consultation with the information office and Director & arrange for their use in prime locations.
- Writing, updating and editing content for traditional and digital platforms including the external website, Facebook pages and any future platforms. This involves adding new content, imagery, video, testimonials and where required liaise with Director and other staff.

- Developing high quality written materials, including but not limited, to e-communications, e-news, coming events, website content, social media content, online guides and listings & other communication materials as required.
- Overseeing-communication requirements for internal and external marketing.
- Creating fresh and up-to-date web content, to pass to the Web Development Officer and Web Designer as necessary.
- Identifying and creating content and publicity opportunities from the Annual Calendar of Events, Student achievements and activities as well as school initiatives and developments.
- Coordinating activities and events to help promote the School, including but not limited to, School Tours, Open Days, Presentation Night, Information Evenings, Building Openings, and Alumni Functions. Planning and execution of the new student Orientation Program each semester working with School and the Principal.
- Updating and implementing Branding Guidelines as required.
- Actively engaged in Public Relations.
- Publicising the strengths of the academic faculty.
- Arranging interviews with members of staff where necessary.
- Maintaining a photo library and arranging external photo shoots and filming with placement students and alumni as well as in-house photo shoots with School staff and students.
- Updating the School's PR notice boards.
- Coordinating the School's presence at exhibitions both nationally and internationally.
- Representing and promoting the School at national and international exhibitions and providing market analysis post event.
- Managing the supply of literature and other display material to exhibition venues worldwide.
- Ensuring prompt follow-up and coordination at Open Days.
- Market analysis, planning and new programme development.
- Market Intelligence: Gathering information on competitor schools and programmes. Also gathering information on our programmes for use in rankings and other forms of market analysis.
- In charge as Admissions Coordinator of Good Shepherd Finishing School.

I also have exposure and experience in the arena of teaching Biology for the Grades IX, X, XI and XII.

I would consider it to be my privilege to fulfil the job requirements necessary to meet your specifications. With this in mind, I feel confident that my qualification, experience and skills match the right person for this position allowing me to give a significant contribution to your celebrated institution.

I am attaching a copy of my RESUME for your kind perusal. You may find my skill-set and rather a unique mix of exposures/experience interesting and useful.

Thank you for taking the time to consider this application and I look forward to hearing from you soon in the near future.

Yours sincerely,

Moumita Mitra

Email: msthanapati@gmail.com

Mobile Number: +91 9488605208

WhatsApp Number: +91 9488605208