**Designation : Counselor**

**Qualification :   Graduate**

**Experience** : **2 years**

**Broad Responsibilities**

1. You will counsel and handle walk-in, telephonic and email inquiries of all the programs of the institute on daily basis.
2. You will make Inbound and Outbound Calls and Fixing Meeting with these inquiries on daily basis which further results to conversions and thus promoting higher revenues for the institute.
3. You will sell application kits of the program concerned to the students/parents/groups/co-operates.
4. You will handle stalls/events for all the programs of Welingkar at various educational fairs & managing Seminars for all the programs of We school.
5. You will handle the marketing, converting the leads and target audience into admissions of all programs of Welingkar along with the daily profile of counseling inquires for other programs too and ensuring that the programs runs successfully.
6. You will assist, manage, and encourage students to build a pattern of success. Crucial characteristics that that need to be successful include a strong sense of professional mission, rapport, and empathy.
7. You will assist each interested student in making informed and realistic decisions in the areas of educational and career choices.
8. You will meet the needs of those entering students by providing each student complete information and preparation for entry into appropriate courses. Assisting in establishing or clarifying education and career goals and Helping students use institute resources to meet their expectations. To help students resolve their doubts.
9. You will possess a special perception of students, the ability to think in terms of the individual students and how their individual strengths and needs can be accommodated and tied into the challenges of the institution.
10. You should have a genuine interest in helping students resolve their doubts and develop the ability to listen and comprehend with empathy and understanding, without prejudice or judgment.
11. You should possess creative ability required to develop new programs or ways of doing things and good organizational skills and tolerance for ambiguity and an ability to adapt to change quickly.
12. You will guide the inquiries through the details of the process, giving them instruction in various facets of applying to Institute which suit their eligibility, need and goals the best, exploring the opportunities available in the institute, in collaboration with the Head of that particular program and program co-ordinators.
13. You will provide program details to the students which include Rankings of the institute, affiliation and Recognition of the program they are interested in, Course Structure, Fees, timings, Admission Process and Important Dates and Future Prospects of the Program. taking the students details i.e. Name, Contact Number, Email Id, Qualification, and Work experience, Company, Designation and Program Interested in.
14. You will assist students in self-evaluation so that they can take charge of the process, make they own decisions, and arrive at an appropriate and realistic range of the course suitable to their eligibility and goals. Also communicate with every student about his/her application and provide counseling, information, and support services to meet the student’s developmental needs.
15. You will be involved in sell of application kits in the Institute to the Leads/Inquiries and passing these leads to the concerned program co-ordinators for in-depth guidance of the concerned program and to fulfill the course expectations. Thus working as a mediator between the student and the college authorities.
16. You will work in collaboration with the Head, proactively identify opportunities for new marketing initiatives.
17. You will ensure that new marketing proposals promote higher revenues for the institute by responding to identified needs, taking account of recognized best practices.
18. You will promote excellence in marketing and strategic support through regular follow ups for the launch of the next program with the daily inquiries generated through our daily walk – in, telephonic, email leads as well as backend online and field based leads and converting them into by purchasing application kits or admissions taken.
19. You will be co-ordinating and handling Mock Tests / GD-PI events for the programs.