

## TERMS OF REFERENCE

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Position: Head-Marketing and Admissions  
 Name of Institutions: Lord Buddha Education Foundation  
 Duty Station: Maitidevi  
 Department/Division: Admission and Marketing  
 Reports To: Executive Director

### POSITION SUMMARY:

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She/he is responsible for the development and implementation of the marketing and advertising plans and strategies to achieve the targeted marketing goals

### KEY DUTIES & RESPONSIBILITIES:

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SN.	Key Responsibilities	Description
1	Planning	To prepare overall marketing plan in coordination with the top management to meet the targeted marketing goals and objectives of the college.
2	Advertising	To Develop advertising strategies to increase interest of target audience in services provided by the college.
3	Developing marketing strategies	To recommend different marketing strategies by Identifying marketing challenges and opportunities
4	Providing leadership	To provide leadership that leads the effective implementation of marketing strategies and processes with a highly engaged and motivated workforce
5	Organizing events	To identify and organize different events like that can help to achieve the targeted objectives
6	Conducting market research	Conducting market research like questionnaires from different targeted groups, stakeholders etc. and analyze data to identify and define audiences
7	Designing marketing materials	To work closely with in-house or external creative agencies to design marketing materials such as brochures and adverts
8	Representing College	Represents the College at state, regional and national level related to areas of marketing, media, and public relations as directed.
9	Brainstorming	To brainstorm with the Top Level Management for the potential improvements or changes in marketing strategy, products, or services
10	Liaising/Building relationships	To liaise and build relation with different referral agencies that can support for the marketing and admissions
11	Participating in Events	Participate in different events like exhibitions, fairs conferences, trade shows, industry events and seminars and other different events (both inside and outside valley) representing the college.
12	Marketing Budget	To Plan, Prepare, control and monitor budget of the marketing department
13	Social media management	To monitor and evaluate social media strategy, policy and programs and to propose improvements as needed

		To prepare and present the report to concerned person (As & when required/demanded to produce). Reports like: <ul style="list-style-type: none"> <li>• Weekly work done report(You need to send this report to your immediate supervisor and mark cc to <a href="mailto:reports@lbf.edu.np">reports@lbf.edu.np</a>)</li> <li>• Market research report</li> <li>• Marketing plan and strategies</li> <li>• Marketing campaign report</li> <li>• Others as required by supervisor</li> </ul>
14	Reporting	
15	Others	Other works assigned by supervisor

### Skills Required for the Job

<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent communication and presentation skills</li> <li>• Knowledge about college, courses and university rules and requirements</li> <li>• Leadership skills</li> </ul>
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**Note: - Need to travel inside and outside valley when required**

**Important about terms and conditions –**

1. I have read and understood my job duties and responsibilities and will work accordingly.
2. I know and agree that if I fail/deny to complete the assigned tasks/duties (as mentioned above) on time, I will be liable for disciplinary actions by the management which may lead to termination of contract without any prior notice.

**Employee Name:** \_\_\_\_\_

**Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_

**Signature:** \_\_\_\_\_