



OFFICE OF THE ADMINISTRATION

**JOB DESCRIPTION & PERSON SPECIFICATION FOR COUNSELLOR OR RELATIONSHIP
MANAGER**

1. JOB INFORMATION

Post Title: **COUNSELLOR OR RELATIONSHIP MANAGER**

Mode: **Full Time**

Ref No: **WUB/HR/CRM/2025(003)**

2. JOB DESCRIPTION

Job Summary:

The Student Counsellor (Student Recruitment) is responsible for guiding prospective students through the admission process and promoting the university's academic programs. The role involves providing accurate information, counseling students and parents, and helping achieve student enrollment targets through effective communication, follow-up, and outreach activities.

Key Responsibilities:

Counsel prospective students (and parents) regarding programs, admission requirements, scholarship opportunities, and career outcomes.

Guide students through the application process and assist in completing documentation.

Conduct one-on-one counseling sessions, campus tours, and admission interviews.

Follow up with inquiries through phone, email, social media, and campus visits.

Organize and participate in admission campaigns, school/university fairs, seminars, and outreach events.

Maintain a database of potential students and provide regular updates to the admission team.

Assist in developing recruitment materials, brochures, and digital content.

Coordinate with the marketing and admission team to achieve recruitment goals.

Maintain confidentiality of student records and handle inquiries professionally.

Prepare reports on student inquiries, admissions progress, and conversion rates.

Strong interpersonal and communication skills in both English and Bangla.

Proficiency in MS Office and CRM/admission software.

Pleasant personality with a student-friendly attitude.

Ability to work under pressure and meet deadlines.

Willingness to travel for student outreach and promotional events.

Proactive to prior work and multitasking ability.

Self-motivated, well behaved and humble.

AND such other duties as are within the scope of the spirit of the job purpose, the title of the post and its grading.

Supervision Given

Other Administrators as appropriate.

PERSON SPECIFICATION FOR CONTENT CREATOR

ATTRIBUTES	ESSENTIAL	DESIRABLE
Education / Qualifications	Master or Bachelor degree in Education, Business, Psychology, Marketing, or a related field.	Preferable Knowledge of any other foreign language.
Work Experience	Minimum 1–3 years of experience in academic counseling, student recruitment, or admissions.	Up to date knowledge of any western Higher Education System.
Job Related Skills and Capabilities	Commitment to delivering high quality services. Good organizational and management skills. Suitable level of proficiency in ICT and understanding of its application.	Evidence of successful external network.
Interpersonal Skills	Effective oral and written communication skills in both individual and group situations. Ability to lead and work as a member of a team of group. Ability to relate to students with diverse backgrounds, ages and experience.	Experience of mentoring or supporting more junior or less experienced colleagues.
Cooperativeness	Will the officer go out of his/her way to cooperate with others to achieve set goals?	Ability to make good understanding.
Other Requirements	Willingness to travel abroad to undertake administrative and related activities related to the role.	N/A

Instructions

For further information, please send your enquiries to the Mr. Md. Abdul Jalil at aj.masud@wub.edu.bd. An online application forms must be filled in <http://jobs.wub.edu.bd>.