

GD GOENKA HIGH SCHOOL JOB DESCRIPTION

“Shape young minds, while shaping your own career.”

1. JOB TITLE

Admissions Counsellor

2. DEPARTMENT / REPORTING TO

Department: Admin

Reports to: Principal / Director – Admissions & Marketing

Supervises: Admissions Executives

3. JOB LOCATION / POSITION TYPE

Sohna/Fulltime

4. JOB PURPOSE / SUMMARY

The Admissions Counsellor is responsible for leading the student enrollment process by designing and executing admission strategies, managing the admissions team, and ensuring an exceptional experience for prospective parents and students. The role requires strong communication, marketing acumen, and relationship management skills to position the school as the preferred choice for education.

5. ABOUT THE ORGANISATION:

Organisation Culture: At GD Goenka High School, our culture is built on the foundation of excellence, inclusivity, and innovation. We foster an environment where every individual—whether in teaching, administration, or support—feels valued, respected, and empowered to contribute their best. Guided by our THRIVE values (Trust, Humility, Respect, Innovation, Vision, and Excellence), we create a workplace that balances high professional standards with a deep sense of belonging and care.

Collaboration, continuous learning, and recognition of contributions are central to our ethos. We encourage openness, creativity, and accountability, while also celebrating milestones and personal achievements. With strong emphasis on ethics, well-being, and growth, GD Goenka's organisational culture is not just about building great careers, but about shaping meaningful lives.

Vision : Rooted in a rich legacy of excellence, we aspire to set global benchmarks in education. As a progressive organization, we are committed to creating learning environments that foster innovation, agility, intellectual curiosity, and responsibility.

Mission : We are committed to becoming one of the top 10 respected education brands in India and globally, accredited and ranked by reputed agencies in all categories. Our mission is to support and empower our partner institutions and stakeholders across all disciplines with leadership, culture and resources to ensure their growth and excellence

Values :



Team Centric – We believe in the power of collaboration and shared success, where every achievement is a collective milestone. By fostering mutual support and a spirit of teamwork, we ensure that progress is a unified effort, strengthening our community and amplifying impact.

Harmonious – We remain adaptable yet grounded, creating an environment where diverse perspectives coexists in synergy. While embracing change, we stay true to our core values and heritage, ensuring that progress is achieved with integrity, balance and respect for our roots.

Resilient – Challenges are opportunities to grow. We perservere with agility, adaptability, and an indomitable spirit, turning setbacks into stepping stones towards our vision. With a mindset of continuous learning and improvement, we move forward with confidence & purpose.

Innovative – We boldly reimagine possibilities, pushing the boundaries of creativity and progress. By fostering a culture of curiosity and forward-thinking solutions, we shape the future, ensuring that we remain at the forefront of transformational change.

Versatile - We evolve with the times while staying true to our essence. Our ability to adapt and integrate new ideas without losing our identity empowers us to succeed in an ever-changing world. By balancing tradition with innovation, we remain relevant, dynamic, and impactful.

Empathetic - Integrity, respect, and inclusivity define our approach. We create a culture of trust and transparency, treating everyone with dignity and compassion. By fostering an environment where every individual feels valued and heard, we enable collective success and shared growth.

6. KEY RESPONSIBILITIES

The responsibility of the Admissions Counsellor would include, but are not limited to –

Academics Responsibilities (Admissions & Enrollment):

- Develop and execute annual admissions and enrollment plans aligned with the school's growth targets.
- Oversee the entire admissions cycle — inquiries, applications, assessments, interviews, selection, and enrollment.
- Coordinate with academic and administrative teams for smooth admissions operations.
- Maintain accurate and updated student enrollment and record systems.
- Ensure adherence to regulatory and institutional policy requirements.

Administrative Responsibilities:

- Monitor admission trends, competitor analysis, and local demographics to refine strategies.
- Support leadership in setting student intake targets and projections.
- Track and analyze admissions data including inquiries, conversions, and retention.
- Provide regular reports to management on admissions status and enrollment pipeline.
- Use CRM/ERP systems for data tracking and parent communication.

Community Engagement Responsibilities:

- Act as the primary point of contact for prospective parents and students.
- Conduct school tours, information sessions, and orientation programs.
- Provide personalized counseling to address queries related to curriculum, facilities, fees, and policies.
- Collaborate with the Marketing team to plan events, open houses, workshops, and school fairs.
- Support digital and offline campaigns to generate quality leads.
- Build relationships with feeder schools, community organizations, and education consultants.
- Manage admissions content for brochures, website, and social media platforms.
- Ensure high levels of customer service throughout the admissions journey.
- Foster a culture of responsiveness, empathy, and service excellence.

7. QUALIFICATIONS / REQUIREMENTS

- Graduate/Postgraduate in Marketing, Business Administration, or related field.
- 5–10 years of experience in admissions, sales, or customer relations (experience in education sector preferred).
- Strong knowledge of admissions cycles, marketing strategies, and customer engagement.
- Proficiency in MS Office and CRM/ERP tools.

8. COMPETENCIES / SKILLS

- Excellent communication and interpersonal skills.
- Strong presentation and counseling abilities.
- Goal-oriented with proven track record in achieving targets.
- Customer-focused mindset with empathy and patience.
- Team leadership and people management skills.
- Ability to multitask and work under pressure.

9. GENERAL REQUIREMENTS

- The elements contained in this job description are subject to amendment as the needs of the school change.
- Any other duties that go naturally, customarily and conventionally with the work and job of Admissions Counsellors which are implied in the effective and smooth running of the school and/or such other professional duties, responsibilities or assignments as GDG High School may delegate from time to time as, it may, deem appropriate.
- In addition to the above, responsibilities will include any other tasks/assignments or work assigned by the Principal/Administrator/Management/Respective CXO/Promoters.