



NATIONAL LAW UNIVERSITY ODISHA, CUTTACK

(Established by Odisha Act IV of 2008)
Kathajodi Campus, Sector 13, CDA, Cuttack-753015, Odisha

Advertisement *for the post of* **PROGRAM ASSISTANT**

The National Law University Odisha, Cuttack is inviting applications for the Post of Program Assistant for MBA Health Care Management and Law Course.

S. No.	Name of the Post	No. of Posts	Place of Posting	Qualifications
1	PROGRAM ASSISTANT (PA)	1	National Law University Odisha, Cuttack	Essential: 1. Post Graduate in Management, Social Sciences, Commerce from any recognized university with 55% marks, 2. Proficiency in Odia, English and Hindi 3. Skilled in the usage of Computers Desirable: 4. Efficiency in MS Word, MS Excel and power point 5. Good communication skills interpersonal skills 6. Experience with email, SMS, and WhatsApp marketing tools 7. Ability to analyze data and prepare reports

Other Terms and Conditions for the above-mentioned posts are:

1. The appointments are purely temporary. The appointments shall not confer any right for permanent/regular job or absorption in the University.
2. The appointments are for the specified project only.
3. The appointments are for a duration of 6 months starting from the date of appointment.
4. The remuneration for the abovementioned post will be consolidated Rs. 50,000/- per month. No extra amount will be given towards Travel Allowance, if any.
5. In case of unsatisfactory performance, the contract can be terminated by the University before the expiry of 6 months with a prior notice of 2 weeks.
6. The Program Assistant is not entitled for any benefit like Provident Fund, gratuity or other like benefits.

7. The Program Assistant will work under the supervision of Program Director and Co-Directors.

Job Description: Program Assistant

The Program Assistant will be responsible for driving lead engagement and conversion for MBA in Healthcare and Law program. The role involves managing campaigns, coordinating with vendors, and ensuring consistent follow-up and reporting for effective admissions outcomes.

Key Responsibilities:

1. Campaign Management:
Plan and execute Email, SMS, and WhatsApp campaigns to engage prospective students and generate admissions leads.
2. Vendor & Portal Management:
Coordinate with external vendors and manage digital portals for lead generation and campaign execution.
3. Program Promotion:
Effectively pitch and promote MBA in Healthcare and Law program to leads/data by cold calling.
4. Lead Engagement & Conversion:
Develop and implement lead engagement strategies to enhance lead nurturing and conversion rates.
5. Follow-Up & Coordination:
Call and follow up with prospective leads to provide course details, resolve queries, and guide them through the admissions process.
6. Reports & Analysis:
Prepare and share weekly performance reports, analyzing campaign results and lead conversion metrics.

Interested candidates may apply on or before 6th November 2025 by sending the duly filled application form (available in the Careers Section of www.nluo.ac.in), along with latest CVs (not more than 2 pages), with a Demand Draft of Rs.300/- for the abovementioned post drawn from any scheduled bank in favour of Registrar, National Law University, Odisha payable at Cuttack.

The applications must reach the Registrar, National Law University Odisha, Kathjodi Campus, CDA-13, Cuttack-753015 and the envelopes should mention clearly “**APPLICATION FOR THE POST OF PROGRAM ASSISTANT FOR MBA AND HEALTHCARE MANAGEMENT AND LAW COURSE**”

Only shortlisted candidates will be called for an interview. No TA/DA will be paid for the interview. Candidates are requested to regularly check the university website (www.nluo.ac.in) for any updates regarding this recruitment process.

Sd/-
Registrar