

Habib University
Job Description

Position Title	Director, Marketing and Digital Communications
Department	Marketing and Digital Communications
Reporting Relationship	President

Scope of the Position

Director, Marketing and Digital Communications is expected to represent and promote the University, increasing its visibility and supporting the institution's mission, vision, and goals. S/he will be responsible for developing the University's brand vision, strategy, and campaigns to attract the best students, motivate alumni and donors, and recruit world-class faculty and staff.

As Director, University Marketing and Communications, the incumbent will lead a team of communication specialists responsible for media relations, advertising, marketing, internal campus communications, brand standards, publications, graphic identity, social media, publishing services, digital/photography and the university website. In addition to leading the University's central team of communication and marketing professionals, s/he will also provide strategic direction, ideas and support to academic and administrative units.

Summary of Key Functions

Director, Marketing and Digital Communications is the University's leading communications and marketing officer. The Office of University Marketing and Digital Communications leads the following functions:

- **Digital Communications:** Using the web and emerging technologies to create and disseminate web content that supports the university's key messages and brand. This includes publishing across multiple media, including social media, text, live chat, blogs, slideshows, photo galleries, audio and video, to meet the needs of a diverse audience.
- **Marketing and Communications:** Conceptualizing university's branding standards and producing materials, including postcards, posters, brochures, viewbooks, and print communications. The also includes providing consultation on university brand standards, Habib University visual identity, graphic design, messaging and integrated marketing plans.
- **News Publications:** Writing, Editing and Designing magazines and reports- this includes the university-wide annual report, annual magazine, quarterly publications for online dissemination or in print, Hum Khayal, academic conference proceedings, academic magazines from each school.
- **Marketing and Communication Campaigns:** Developing and executing marketing and communication plan for campaigns related to fundraising, student recruitment and academic events, in collaboration with the designated University Office, Department and School.

Primary Responsibilities

- Formulate and execute a strategic marketing & communication plan, manage and direct the marketing, communications and public relations staff and coordinate at the strategic and tactical levels with all University departments.
- Lead marketing, public relations, communication, and branding functions across campus, working closely with staff and faculty to identify and communicate key messages throughout multiple campaigns and media while also integrating brand consistency throughout campus and platforms.
- Develop and execute a comprehensive, long-term and proactive university-wide communications, marketing and branding strategy, consistent with the strategic goals, plans, and aspirations of the University
- Utilize a research-based approach to identify key messages and audiences, and work consistently to tell the University's stories, weaving them together to create a consistent, unified message in support of the Habib University brand

- Plan and oversee design and production of all marketing, public relations, and advertising products
- Articulate the University’s image and brand in delivery of the University’s message to all constituents
- Develop, execute, and oversee programs necessary to communicate the University’s mission and performance to the public
- Manage and develop a constituent information database for marketing and research
- Direct the creation of materials for the Habib University Foundation’s fundraising campaigns, events and for general information
- Convene cross-functional teams responsible for content, design, analytics and maintenance of the website, social media outlets, and other related digital spaces (advertising, email marketing, mobile apps, blogs, etc.) in order to leverage and manage digital resources strategically and to ensure that the Habib University brand identity and messages are presented consistently and effectively across all digital platforms.
- Serve as the university-wide point person for digital initiatives – from customer relationship tools for admissions to alumni and development tools to leverage university resources.
- Proactively assess and adopt emergent technologies and strategies and develop new programs accordingly. S/he will need to function as a visionary, strategist, implementer, and manager

Required Qualification, Experience and Skills	
Qualifications and Skills Required	<p>S/he must have a minimum of a Master’s degree in marketing, communications, public relations, journalism, business administration, or related field. Significant and progressively responsible experience in managing a comprehensive and strategic marketing and communications department is required.</p> <p>Other requirements include:</p> <ul style="list-style-type: none"> • A track record as a change agent with proven ability to develop and implement plans during growth and transition • Senior leadership experience in the areas of public, visual, and media relations; publications; advertising; website development; social media; enrollment marketing; and electronic communications • Demonstrate enthusiasm for working with and understanding the culture and messaging needs of populations seeking higher education. • Demonstrate an ability to work independently and within a group as needed. • Demonstrate a strong analytical, leadership and organizational skills, with the capacity to focus on details on managing complex projects. • Possess excellent writing skills and the ability to communicate succinctly and persuasively with the appropriate message and tone, specifically through social media. • Experience in development of strategic communications and marketing plans for prioritization of the University’s image • Experience at creating a collegial, team-building work style, with demonstrated ability to motivate staff and to cultivate productive, collaborative relationships with all constituent groups • Demonstrated successful experience making presentations • Experience developing and managing budgets • Excellent creative, analytical, and organizational skills • Demonstrated experience and understanding of customer service

Habib University is a pioneering institution providing a rich liberal arts education to the youth of Pakistan, to create a generation of socially responsible and critically conscious individuals, who can bring Pakistan to the forefront not only economically and financially, but also intellectually. The University is being established in Karachi, Pakistan.

Habib University initiated classes in 2014 with 200 students, offering four undergraduate programs through the School of Arts, Humanities and Social Sciences and the School of Science and Engineering. The University is a modern learning space fully equipped with state-of-the-art research and teaching facilities in order to attract the best faculty from around the world.

Habib University Foundation (H.U.F.) is a not-for-profit organization, which commenced its work in 2007. H.U.F responds to existing gaps in the educational scenario of Pakistan, by supporting educational initiatives, research and innovation. It is focused on improving the status of education within the country by supporting research, planning and implementation of innovative educational models. H.U.F. extends support at all tiers of education delivery within the country including higher education, vocational skill development, pre-tertiary education and research and advocacy.