

Job Description

Position Title	Assistant Manager, Student Marketing & Recruitment
Department	Student Marketing & Recruitment
Reporting To	Head of Student Marketing & Recruitment
Date	May 2017
Type of Position	Regular

<b>POSITION DESCRIPTION</b>
The incumbent will be responsible for planning and implementing Habib University's student marketing strategy through development of publications and other communication material. S/he will set up a rigorous process for information collection from internal and external stakeholders to develop content to aid student marketing and recruitment as well as for maintaining and building a database of all stakeholders for effective distribution of publications.

<b>DUTIES AND RESPONSIBILITIES</b>
<ul style="list-style-type: none"> <li>✓ Understanding the importance of focused communication, given the diversified target audience of Habib University, S/he will be expected to write for the specific set of audience and selecting the most effective communications medium</li> <li>✓ Ensuring all communication is consistent, compelling and timely.</li> <li>✓ Working closely with various departments of the institution to produce student specific products, highlighting numerous elements of the University</li> <li>✓ Assisting in all functions of Student Recruitment by helping with the overall marketing requirements</li> <li>✓ Working closely with the central Marketing and Communication team to devise multiple campaigns that will run parallel with the student recruitment strategies</li> <li>✓ Responsible for editorial direction, content development, design, production and distribution of all University publications,</li> <li>✓ Editing and proofreading all marketing content and ensuring all communication adheres to Habib University's style guide.</li> <li>✓ Developing promotional (such as brochures, flyers etc.) and event-specific material for Habib University to aid Student Recruitment and Admissions drive.</li> <li>✓ Collaborating with internal creative assistant / external creative agency to develop and finalize design of all communication material.</li> <li>✓ Developing procedures and guidelines for the use of such material for achieving strategic marketing objectives of Habib University while integrating brand consistency across departments.</li> <li>✓ Generating content for products, such as the script for a promotional video, the storyline for the annual calendar, etc.</li> <li>✓ Developing and executing a comprehensive, long-term university-wide communication, marketing and branding strategy, consistent with the strategic goals, plans, and aspirations of the University</li> <li>✓ Performing other duties as assigned</li> </ul>

<b>REQUIRED JOB SPECIFICATIONS</b>	
Required Qualification	Minimum Bachelors' degree in Communications, Journalism, Social Sciences, or other relevant fields. Preferably, Masters in Marketing, Communication, Public Relations or related fields, or equivalent combination of experience, education and training.
Required Experience	<ul style="list-style-type: none"> <li>✓ At least 1-2 years of experience in similar capacity, overall 3 years of working experience.</li> </ul>

<b>REQUIRED JOB COMPETENCIES (Technical and Soft Skills)</b>		
<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Proficiency in MS Office	High
2.	Writing Skills	High
3.	Communication Skills	High
4.	Team work & Project Management Skills	High