

Job Description

Position Title	Manager, Content
Job Grade	M5
Department	Marketing and Communications Department
Reporting To	Head of Marketing and Communications
Date	December, 2016
Type of Position	Full Time

POSITION DESCRIPTION

The incumbent will be playing a vital role in Habib University's content development operations and strategies. S/he will be responsible to formulize content and communication tools for university's marketing.

DUTIES AND RESPONSIBILITIES

- Liaising with different departments within the University and assisting with their communication needs.
- Formulating departmental strategy and generating high quality, original written content for the University's core marketing purposes. (Press releases, promotional materials, brochures, etc.)
- Ensuring key events and achievements related to the University are documented and related promotional content is disseminated on relevant platforms in a timely manner.
- Assisting Office of Resource Development in the creation of collateral for each key fund-raising area of the University. (Annual Fund, Facilities, Scholarships & TOPS, Zakat, Study Abroad, etc.)
- Assisting and advising the Office of Global Engagement in developing marketing & communications collateral for the purposes of engagement with partner and non-partner institutions.
- Assisting the Office of Academic Performance in the development of faculty recruitment materials.
- Assisting the Office of the President in the development of periodic reports and other communication materials meant for a highly sophisticated audience.

REQUIRED JOB SPECIFICATIONS

Required Qualification	Masters in English literature and/or mass communications. Or equivalent Qualification.
Required Experience	4-5 years of experience in editorial and content writing at some well-known institution(s).

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)

S#	Competency	Criticality (High / Low / Medium)
1.	Communication Skills	High
2.	Command over English	High
3.	Strategizing	High
4.	Management	Medium