

Job Description

Position Title	Officer Marketing, Student Marketing & Recruitment
Job Grade	
Department	Student Marketing & Recruitment
Reporting To	Head of Student Marketing & Recruitment
Date	
Type of Position	Full Time

POSITION DESCRIPTION
<p>Key Job Description for the requested position:</p> <p>The incumbent will work closely with the Deputy Manager and assist with the production, editing and proofreading of all Communications and Marketing collateral produced by the team. S/he will conduct research, conceive new ideas for Marketing campaigns and assist in devising and executing the Communication plan. S/he will possess excellent interpersonal and customer service skills, and should be able to utilise her/his critical thinking, planning and organizational skills to deliver under minimum supervision.</p> <p>The Officer will also play a pivotal role in ensuring the smooth execution of all events and outreach activities initiated by the department.</p>

DUTIES AND RESPONSIBILITIES
<ul style="list-style-type: none"> ✓ Responsible for editorial direction, content development, design, production and distribution of all University publications. ✓ Understanding University programs and developing various presentations and tools to orient potential students about the University. ✓ Representing Habib University at various expos, open houses and other relevant events on national and international level. ✓ Editing and proofread all marketing content and ensuring all communication adheres to Habib University's style guide. ✓ Developing promotional (such as brochures, flyers etc.) and event-specific material for Habib University to aid Student Recruitment and Admissions drive. ✓ Working in collaboration with internal creative assistant / external creative agency to develop and finalize design of all communication material. ✓ Developing procedures and guidelines for the use of Marketing collateral to ensure brand consistency across all departments at Habib University. ✓ Assisting in generation of content for products, such as the script for a promotional video, the storyline for the annual calendar, etc. ✓ 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 ✓ Performing other duties as assigned

REQUIRED JOB SPECIFICATIONS		
<table border="1"> <tr> <td>Required Qualification</td> <td>Minimum Bachelors' degree in Communications, Journalism, Social Sciences, Business or other relevant fields. Preferably, Masters in Marketing, Communication, Public Relations or related fields, or equivalent combination of experience, education and training.</td> </tr> </table>	Required Qualification	Minimum Bachelors' degree in Communications, Journalism, Social Sciences, Business or other relevant fields. Preferably, Masters in Marketing, Communication, Public Relations or related fields, or equivalent combination of experience, education and training.
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Required Experience	<ul style="list-style-type: none"> ✓ At least 1-2 years of experience in similar capacity. ✓ Please submit writing samples along with your application.
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REQUIRED JOB COMPETENCIES (Technical and Soft Skills)		
<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

Verified By (For HR Only)

Line Manager (If Any)

Head of the Department

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