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| Position Title | Senior Manager, Content |
| Department | Marketing & Communications Department |
| Reporting To | Head of Marketing & Communications |
| Type of Position | Full Time |

POSITION DESCRIPTION

The incumbent will lead the content-development function within Marketing and Communications. This includes all marketing collateral of the University i.e. presenting information (for web, videos, photography, social media, print materials, blogs etc.) in an appealing, informative, concise, and easy-to-understand manner, mainly aimed promote the university, its values, and achievements to the wider public.

DUTIES AND RESPONSIBILITIES

- Being the team lead for the content team
- Taking the lead on ideas and concept generation for internal and external communications campaigns
- Communicating with all internal stakeholders for the best possible product presentation. Adjusting all products and other copy to meet the needs of the stakeholders (internal and external).
- Assisting Head of Marketing and Communications with content strategy.
- Responsible for the development of an entire product such as brochures, pamphlets, annual reports, fliers, and/or portfolios from conceptualization to final print, including close coordination with designers
- Organizing workload for efficient time management and meeting multiple schedule deadlines on time.
- Reviewing copy using checklist and formatting copy according to department style guide and checking questionable details.
- Proofreading and editing as necessary. Considering copyright laws such as registered and trademarked symbols, country of origin, and material construction.
- Liaising with different departments within the University and assisting with their communication needs.
- Formulating and generating high quality, original written content for the University's core marketing purposes. Ensuring key events and achievements related to the University are documented and related promotional content is disseminated on relevant platforms in a timely manner.
- Giving art direction for photography and videography where necessary.
- Working with the photographer to collect and create marketable products for internal and external use, including script writing and video direction.
- Coordinating and conducting interviews/testimonials of visitors and/or stakeholders.
- Coordinating department deadlines including event coverage planning and execution
- Researching and collecting data to create content in the forms of papers, blogs, infographics, and other.

REQUIRED JOB SPECIFICATIONS

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| Required Qualification | Masters in Creative Writing / English literature and/or Mass Communications. Or equivalent Qualification. |
| Required Experience | 5-6 years of experience in editorial and content writing at some well-known institution(s). |

| REQUIRED JOB COMPETENCIES (Technical and Soft Skills) | | |
|--------------------------------------------------------------|---------------------------------|------------------------------------------|
| <i>S#</i> | <i>Competency</i> | <i>Criticality (High / Low / Medium)</i> |
| 1. | Communication Skills | High |
| 2. | Command over English | High |
| 3. | Strategizing | High |
| 4. | Time Management | High |
| 5 | Collaboration | High |
| 6 | Thoroughness / Details Oriented | High |
| 7 | Organization Skills | High |