



Job Description

Position Title	Digital Media & Web Officer
Department	Marketing and Communications Department
Reporting To	Senior Manager Communications/Head of Marketing
Type of Position	Contract

POSITION DESCRIPTION

The incumbent will be responsible for ensuring that the Habib University website and social media platforms have engaging and current content. They will primarily focus on creating strategies for web marketing, email campaigns, FB, LinkedIn and Instagram to promote the Resource Development function and supporting it through the creation of a variety of products including but not limited to videos, posts, blogs and webinars.

S/he will also assist/guide the development of content generally as required by other teams in the Marketing and Communications department.

Digital Media is an essential platform used by the University to project itself and stay in touch with internal and external stakeholders. The incumbent will need to understand the University's philosophy and have the ability to convey it in a meaningful fashion on a variety of different platforms, curating the messaging as required.

DUTIES AND RESPONSIBILITIES

The duties and responsibilities of this position include, but are not limited to, the following functions:

- ✓ Curating and publishing content on social media and website
- ✓ Coordinating with video, design and content teams in Marcom and Resource Development to develop products such as videos, posts, blogs, photo albums and webinars.
- ✓ Update the 'Giving' website on a regular basis
- ✓ Update the Mobsineen of Habib University page on FB
- ✓ Strategizing for Instagram and LinkedIn usage
- ✓ Work with Resource Development and Marcom on best practices on web marketing, new media, email campaigns and online newsletters.
- ✓ Compile digital marketing reports for specified timeframes.
- ✓ Work closely with colleagues in the Marketing and Communication to ensure the development of meaningful content for all platforms as and when required
- ✓ Stay abreast with new digital technologies and social media practices.
- ✓ Perform any other tasks assigned by the Head of Marketing or Senior Manager, Communications

REQUIRED JOB SPECIFICATIONS	
Required Qualification	<ul style="list-style-type: none"> ✓ Bachelor's Degree in Communications, Marketing or related field and/or equivalent experience/training.
Required Experience	<ul style="list-style-type: none"> ✓ At least 1-2 years of experience in corporate CSR, academic setting or non-profit sector in a purely writing role ✓ Ability to generate high quality content for different platforms ✓ Ability to handle social media and website independently ✓ Creative and analytic thinking skills ✓ Ability to work under tight deadlines

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)		
<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Writing Skills	High
2.	Interpersonal communication	High
3.	Excellent organizational and time management skills	High
4.	Interest in working with diverse groups	High
5.	Critical thinking and analytic skills	High
6.	Knowledge of Microsoft Office (Word, Excel, PowerPoint/Prezi, Outlook).	High
7.	Knowledge of SEO	High