



Job Description

Position Title	Deputy Manager, Student Recruitment and Admissions
Department	Office of Student Recruitment and Admissions
Reporting To	Head of Student Recruitment and Admissions
Type of Position	Regular

POSITION DESCRIPTION

Deputy Manager, Student Recruitment and Admissions, 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 Recruitment and Admissions team. Given the diversity of Habib University's target audience, it is essential that the candidate understands the importance of focused communication, including how to write for a specific audience and selecting the most effective communications medium. Moreover, s/he must ensure all communication is consistent, compelling and timely. The incumbent is expected to work closely with various departments of the institution to produce student specific products highlighting numerous elements of the University. The candidate will also assist relevant functions of Student Recruitment and Admissions by helping with the overall marketing requirements. S/he will work closely with the central Marketing and Communication team to devise multiple campaigns, digital and paper, that will run parallel with the student recruitment and admissions strategies. The candidate will also be involved in performing other related duties incidental to the work described.

DUTIES AND RESPONSIBILITIES

- ✓ **Content Development and Marketing Collateral:** Responsible for editorial direction, content development, design, production and distribution of all Student Recruitment and Admissions products and marketing collateral. These include articles and targeted pieces for publication across a range of digital and print media, and Press Releases to ensure appropriate event coverage in leading dailies.
- ✓ **Student Communication Collateral:** Conception and development of marketing collateral for the communication team for key audiences (prospective students, applicants and counselors) through various media (digital, postal and phone)
- ✓ **Press Ads:** Assisting with the development of a round-wise ad campaign for recruitment, highlighting key features of HU, for publication in leading national dailies.
- ✓ **Events:** Assisting with the planning, organizing and hosting of various Recruitment and Admissions events, as and when required. Developing event-specific collateral.
- ✓ **Student/Faculty Engagement:** Liaising with students and faculty to generate information for the production of appropriate marketing collateral
- ✓ **Other Responsibilities:**
- ✓ Develop procedures and guidelines for the use of such material for achieving strategic marketing objectives of Habib University while integrating brand consistency across departments.
- ✓ Work in collaboration with internal creative assistant / external creative agency to develop and finalize design of all communication material.
- ✓ Assist in the generation of content for products, such as the script for a promotional video, the storyline for the annual calendar, etc.
- ✓ Edit and proofread all marketing content and ensure all communication adheres to Habib University's style guide.
- ✓ Perform other duties as assigned.

REQUIRED JOB SPECIFICATIONS

Required Qualification	Post-graduate 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	✓ At least 5 years of experience in similar capacity.

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)

	<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