Job Description

Position Title	Senior Officer - Content Development (Student Recruitment & Admissions)
Department	Marketing and Communications Department
Reporting To	Senior Manager Communications/Head of Marketing
Type of Position	Contract – Full Time

POSITION DESCRIPTION:

The incumbent will be responsible for creating written content primarily related to communication collateral required for Student Recruitment department. The job will entail extensive writing to promote admissions/curriculum/programs on various platforms. S/he will develop engaging content for print communication material, video scripting, online newsletter and content development for Habib University admissions website pages.

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:

- Write engaging and compelling content to promote Habib University programs and curriculum for print and digital platforms, videos and website

- Edit and proofread content for print & online publications and press in accordance with brand guidelines, best practice and tone of voice guidelines as required

- Ensure content & messages are published on relevant platforms

- 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	Bachelor's Degree in Communications, Marketing or related field and/or equivalent experience/training.
Required Experience	- At least 2-3 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 - Should have some knowledge of digital media/strategy

REQUIRED JOB COMPETENCIES (Technical and Soft Skills):		
S#	*Competency*	*Criticality (High / Low / Medium)*
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	Medium

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