

## Job Description



|                  |                                                                                                                              |
|------------------|------------------------------------------------------------------------------------------------------------------------------|
| Position Title   | Brand Marketing Strategist – Student Success                                                                                 |
| Department       | Marketing and Communications Department (MarCom)                                                                             |
| Reporting To     | Primary: Head of Marketing or any other person designated in MarCom<br>Secondary/working reporting: Director Student Success |
| Type of Position | Full time                                                                                                                    |

### POSITION DESCRIPTION

This is a key position within MarCom of Habib University. The incumbent will work closely with the Office of Student Success focusing on Office of Academic Performance and Office of Career Services. The key job responsibilities will focus on two aspects of student success i.e.

- i. Researching, understanding and crafting the brand of University Experience and designing relevant marketing plans and tools for its students specially first year and sophomores to enhance student retention
- ii. Researching, understand and articulating the brand of the University and its graduates for prospective employers and graduate schools; and developing appropriate marketing plans and tools to ensure student career success.

The candidate is expected to be strategic thinker, detailed oriented and multifaceted. S/he must have intellectual and creative capabilities with analytical, teamwork, communication and market research skills.

### DUTIES AND RESPONSIBILITIES

The key job responsibilities of this position include the following:

#### 1. Conducting Research and Data Analysis

- a. Collaborating with student success teams to understand current marketing strategies being used for students, prospective employers and graduate schools.
- b. Conducting research to understand alumni profile and experiences and the profile, needs and aspiration of students, prospective employers and graduate schools.
- c. Undertaking market research (including competitors) to develop a strong sense of strengths, weaknesses, and opportunities to improve brand positioning.
- d. Collaborating with the creative team of MarCom to know and understand analytics of social and electronic media vis-à-vis student success brand
- e. Using data to understand trends and insights that can be used to develop a successful brand marketing strategy.

#### 2. Developing Brand and Brand Marketing Strategies and Stories

- a. Crafting key messages to promote student success brand to prospective employers, students and parents.
- b. In collaboration with the Offices of Student Success, developing short and long-term brand marketing strategies combining analytical and creative elements to set Habib University, its students and graduates apart from competitors. Marketing plans must be inclusive of digital, electronic, print media and in-person modes.

- c. Ensuring the implementation of marketing strategies in collaboration with MarCom and Offices of Student Success.
- d. Identifying, developing and promoting brand stories vis-à-vis student success
- e. Developing and implementing strategies to assess brand health and takes measures to further enhance it.

**3. Writing Brand Strategy Documents and Copy**

- a. Preparing brand strategy documents to share brand guidelines and to communicate brand marketing plans with all stakeholders.
- b. Writing copy for marketing materials for multiple media (brochures/booklets, official university website, social media, blogs, video scripts etc.)
- c. Engaging Creative Content Curator for developing required marketing material and supervising the work to ensure quality.

**4. Collaborating with Creative Teams**

- a. Collaborate with the creative team of MarCom in order to successfully translate the brand marketing strategy or story into marketing collateral and advertising campaigns such as web and graphic designers, copywriters, and video production teams etc.
- b. Directing, overseeing, and signing off on creative elements to ensure that the material adhere to client guidelines and are in line with the current brand strategy.

**5. Other Tasks**

- a. Perform any other tasks assigned by the Head of MarCom.

**REQUIRED JOB SPECIFICATIONS**

|                        |                                                                                                                                                                                                                                                                                                                                                        |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Required Qualification | ✓ Bachelor's Degree in (Mass) Communications, Marketing or related field(s) and/or equivalent experience/training.                                                                                                                                                                                                                                     |
| Required Experience    | <ul style="list-style-type: none"> <li>✓ At least 3-5 years of experience in media/corporate/academic setting for developing the brand and developing overall brand marketing plans</li> <li>✓ Adept at handling social media and website independently</li> <li>✓ Hands on experience with online platforms, marketing tools and practices</li> </ul> |

**REQUIRED JOB COMPETENCIES (Technical and Soft Skills)**

| S# | Competency                                                                          | Criticality (High / Low / Medium) |
|----|-------------------------------------------------------------------------------------|-----------------------------------|
| 1. | Demonstrable experience with SEO/SEM and CRM software                               | High                              |
| 2. | Communication skills both verbal and written                                        | High                              |
| 3. | Interpersonal skills for team work and working with diverse interdisciplinary teams | High                              |

|     |                                                                                              |        |
|-----|----------------------------------------------------------------------------------------------|--------|
| 4.  | Excellent organizational and time management skills                                          | High   |
| 5.  | Market Research skills                                                                       | High   |
| 6.  | Strategic thinking and analytic skills                                                       | High   |
| 7.  | Knowledge and skills for using of Microsoft Office (Word, Excel, PowerPoint/Prezi, Outlook). | Medium |
| 8.  | Demonstrable knowledge of SEO                                                                | Medium |
| 9.  | Knowledge of web analytics tools like Google Analytics                                       | High   |
| 10. | Familiarity with web design and HTML                                                         | High   |