



JOB DESCRIPTION

Position Title	Head of Content Strategy and Publication Development
Department	Office of the President
Reporting To	President's Chief of Staff & Senior Director of Global Engagement
Type of Position	Permanent

POSITION DESCRIPTION

Habib University is seeking a Head of Content Strategy and Publication Development to produce the best content focused on print publication highlighting institution's intellectual features, success and achievements, community support and broader features. The position manages a team of writers and designers, providing overall editorial guidance for the development of content that engages targeted audiences via print publications, in the form of hardcopy and online brochures/flyers. The position will lead the content strategy and publication development office and associated team. The position will be responsible for upholding the highest editorial standards and fostering innovative approaches to institutional and intellectual storytelling.

DUTIES AND RESPONSIBILITIES

- Plan and implement a yearly content and publication calendar, that focuses only on print publication showcasing the intellectual strength of the University, aimed at prospective students, current students, prospective and existing donors. This includes development of University's Annual Report and Board of Governor Reports.
- Undertake writing themselves and manage a team of writers who cover Habib University's pioneering intellectual work, achievements and environment, including academic programs, the liberal core curriculum, academic and non-academic spaces, and specialized donor driven campaigns.
- Edit content to ensure it is accurate, timely, engaging, accessible and strategic for Habib University's brand and reputation.
- Maintain editorial style guide and best practices. Manage design of print publications in line with graphic guidelines of the institution.
- Ensure that complex academic and institutional topics are communicated clearly, in a manner that is engaging and accessible to a general readership.
- Collaborate with faculty and executive leadership to identify editorial development opportunities to raise awareness amongst external audiences.
- Partner with internal communication and digital teams to develop integrated communications plans, that include print products.
- Mentor team members to help develop and sharpen their writing skills. Ensure adherence to editorial guidelines and best practices.
- Optimize editorial workflows to provide capacity for proactive opportunities and timely responses to incoming content requests.
- Any other duties assigned by supervisor.

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REQUIRED JOB SPECIFICATIONS

Required Qualification	<ul style="list-style-type: none"> ✓ Master's degree in English, communications, publishing/writing or journalism
Required Experience	<ul style="list-style-type: none"> ✓ 5-6 years of relevant experience ✓ A combination of education and experience. ✓ Ability to synthesize complex material from multiple sources to identify and resolve key editorial and publication issues. ✓ Ability to work effectively and provide leadership to a team under stringent deadline requirements. ✓ Ability to work effectively with senior organizational leaders and faculty

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)

<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Medium / Low)</i>
1.	Interpersonal and Communication Skills	High
2.	Proactive approach towards challenges	High
3.	Project Management skills	High
4.	Demonstrated ability to apply discretion and judgment in evaluating implications of publication and information release to internal and external audiences	High
5.	Relationship Management (Internal & External)	High
6.	Team Management and Leadership skills	High

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