



JOB DESCRIPTION

Position Title	Assistant Manager / Manager – Media/Public Relations
Department	Marketing and Communications
Reporting To	Assistant Director and Head of Marketing
Type of Position	Permanent

POSITION DESCRIPTION

Assistant Manager/ Manager, Media/Public Relations focuses on protecting and bolstering the reputation of the university by identifying, developing and pitching stories to the media that reflect Habib University's strategic priorities. PR manager along with HOD serves as the main contact for the local, regional and national press; coordinate interviews and visits with reporters and arranging coverage for events on campus. The manager PR plays a major role in shaping Habib's communications strategy in emergency crisis situations. Manager Public Relations will also be responsible for the content development and maintenance of the website of PR section.

DUTIES AND RESPONSIBILITIES

- Coordinating all public relations activities
- Developing a marketing communications plan including strategy, goals, budget and tactics
- Developing a media relations strategy, seeking high-level placements in print, broadcast and online media
- Develop a marketing communications plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Coordinate all public relations activities
- Direct social media team to engage audiences across traditional and new media
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations
- Monitor, analyze and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them

REQUIRED JOB SPECIFICATIONS

Required Qualification	✓ Master's degree in English, communications, publishing/writing or journalism
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Required Experience	<ul style="list-style-type: none"> ✓ 6-7 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
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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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