



**Habib University**  
shaping futures

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**Position title:** Senior Manager, Marketing & Community Engagement

**Department:** Marketing & Communications

**Reporting to:** Assistant Director & Head of Marketing and Communications

**Type of Position:** Full time

### **Job Description**

Under supervision of the Assistant Director & Head of Marketing & Communications, the Marketing and Community Engagement Manager is responsible for implementing a strategic communications plan, developing marketing and communication content across multiple platforms, driving donor and volunteer engagement and retention, and engaging in public relations, advertising, special events and promotions. A self-motivated storyteller, this position understands the logistical elements of narrative writing, AP writing style, and how to write for—and share information on—different platforms. The person in this position has a firm grasp on digital marketing trends and can bring both a strategic and creative vision to the role.

### **Responsibilities**

#### **Marketing**

- Develops and implement strategic communications messages and tools.
- Enhances Habib University’s storytelling capacity by identifying and capturing stories with attention to editing, copyrighting, and design, for online and offline channels.
- Continuously engages stakeholders with online content and conversation.
- Manages the execution of high-quality content including blogs, social media posts, info-graphics, videos, stories, case studies, and more for Habib University and its initiatives.

- Writes and edits long and short form success stories.
- Engages in regular content performance monitoring and analysis.
- Uses best practice strategies to increase content views and shares.
- Collects data and feedback regarding engagement, perception, and influence of the Habib University.

### **Media Relations**

- Writes compelling press releases, media kits, background materials, talking points, letters to the editor, op-eds, etc.
- Plans and coordinates media opportunities and interviews.
- Develops strategy to proactively seek media opportunities along with the manager PR.

### **Donor Engagement**

- Develops and manages print fundraising campaigns, specifically annual residential mailings.
- Analyzes the effectiveness of past campaigns and adapts strategy accordingly.
- Collaborates with Resource Development Department and Digital Marketing Manager to build a stewardship program for print and digital donor communications.
- Oversees editorial calendar for philanthropic priorities, events, and channel execution.
- Collaborates with Resource Development team to assist in planning and executing donor appreciation events.
- Ensures optimization of gift processing, gift receipting, and acknowledgments.

### **Project & Event Management**

- Participates in the event planning process – including small- to large-scale organizational and community events.
- Works collaboratively with Resource Development & Marketing team members to build brand experiences for prospective donors, volunteers, and advocates.
- Supports the design, development, and production of marketing and communication materials as necessary.
- Develops marketing and communications for special events across all regions, including annual fundraisers, leadership events, and any other small or major meetings highlighting the Habib University.

### **Required Qualifications**

- Minimum of a Masters degree in Communications, Journalism, Marketing, Fundraising, or related field or a minimum of 5 years combined experience in communications and/or public relations AND donor engagement.
- Thorough knowledge of advertising, marketing, public relations, and individual fundraising of a non-profit.
- Excellent written and verbal communication skills.
- Knowledge of audiovisual production, event planning and staging, media relations and web design.
- Excellent teambuilding and volunteer management skills.
- Strong interpersonal skills; attention to detail; ability to conceptualize and develop strategies.
- Ability to prioritize and handle multiple projects simultaneously, strong self-motivation, exercise discretion, and the ability to work independently with limited supervision.
- Proficiency in Microsoft applications (Word, Excel, PowerPoint, Outlook, Teams, and SharePoint).