



Job Description

Position Title	Senior Manager – Web Communications
Department	Marketing and Communications
Reporting To	Head of Marketing
Type of Position	<u>TBD</u>

POSITION DESCRIPTION

We are seeking a results-driven Senior Manager, Web Communications, to lead the development of Habib University’s website. The incumbent will be leading the team & collaborating with IT & creative partner on the website's conceptualization, guide the internal team through the product development stages, and oversee the live deployment of our website.

DUTIES AND RESPONSIBILITIES

1. Work with Core Committee and IT to re-introduce strong website governance as a part of the revamp project.
2. Develop copy guidelines and content requirements to align content across departments.
3. Work with departments to execute content development, ensuring that all project deadlines and goals are met.
4. Test and validate the partner agency’s visual, user experience, and user interface designs.
5. Lead & Coordinate content development activities for the Website revamp project.
6. Lead & Coordinate communications from the project team and core committee to stakeholders across the Institution
7. Communicate the overarching brand messages effectively;
8. Engage more effectively with our external target audiences;
9. Achieve a coherent look and feel throughout the website by incorporating the design and move the content towards a highly visual, dynamic and energetic style.
10. Re-introducing strong website governance as a part of the revamp will allow us to achieve these goals and sustain this trajectory into the future.

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REQUIRED JOB SPECIFICATIONS

Required Qualification	<input type="checkbox"/> Bachelor's Degree in Communications, Marketing or related field and/or equivalent experience/training.
Required Experience	<ul style="list-style-type: none"> • At least 8-10 years of experience managing institutional web communications. • Record of managing small to medium size team • Ability to gather and analyse complex metrics • Ability to handle social media and website independently • Creative and analytic thinking skills • Ability to work under tight deadlines

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)

<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Writing Skills	High
2.	Interpersonal communication	High
3.	Excellent organizational and time management skills	High
4.	Interest in working with diverse groups	Medium
5.	Critical thinking and analytic skills	High
6.	Knowledge of Microsoft Office (Word, Excel, PowerPoint/Prezi, Outlook).	High
7.	Knowledge of SEO	High

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