



JOB DESCRIPTION

Position Title	Manager, Content Strategy and Publications Development Department
Department	Content Strategy and Publications Development Department
Reporting To	Head of Content Strategy and Publications Development
Type of Position	Regular

POSITION DESCRIPTION

The ideal candidate will have strong writing skills alongside experience of overseeing the editorial process. Candidates must be comfortable with developing customized messages for different audiences as well as concepts for communication initiatives for a wide variety of audiences such as prospective and existing students, donors, faculty, global academic partners, alumni and employers. The job also entails the creation, repurposing and editing of content for different platforms and events, both physical and online.

The candidate will grow to become responsible for managing all aspects of the editorial workflow from concept, writing, delivering a proof of concept, managing client relationships, working with design, proofreading, and scheduling workflows for multiple publications. In time, the role will expand towards managing a wider variety of content and publications for different audiences and objectives in line with the institution's strategic objectives.

DUTIES AND RESPONSIBILITIES

- Research, write and edit content for a variety of publications and stakeholders
- Manage all aspects of the editorial workflow to deliver high-quality content in a timely manner to a wide variety of clients
- Maintain, improve and introduce systems to ensure easy use and availability of content assets for the University
- Any other task assigned by the Head of the Department

REQUIRED JOB SPECIFICATIONS

Required Qualification	✓ Undergraduate degree. Preferably in journalism, social sciences or the liberal arts
Required Experience	✓ Minimum of four years of experience of writing and being involved in an editorial workflow. The experience could have been gained in an advertising or marketing agency, media house, or public relations/ corporate communications function. Experience of the education sector will be an added advantage ✓ Experience of writing an institution's story for different audiences and developing customized messaging for different stakeholders

REQUIRED JOB COMPETENCIES

S#	Competency	Criticality (High / Low / Medium)
1.	Writing skills	High
2.	Interpersonal skills	High
3.	Organizational skills	High
4.	Project Management skills	Medium
5.	Editing skills	Medium

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Verified By (For HR Only)

Line Manager (If Any)

Head of the Department

Revision Date		Version	
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