

Job Description

Position Title	Assistant Manager, Digital and Creative Content
Department	Marketing and Communication
Type of Position	Full time
Reporting to	Deputy Manager, Program Development and Engagement

POSITION DESCRIPTION

The incumbent will work for Historic Opportunity and Access Program, one of two flagship streams of Habib University's Marketing and Communications Department. Serving the institution's strategic objective of sustainability, this role will oversee the development of Habib University as a significant brand that stands for equity and access in higher education landscape. This is possible through reshaping the existing philanthropic trends both at national and global levels by producing digital products and engagement content attuned to the institutional goals and stature.

DUTIES AND RESPONSIBILITIES

- ✓ The incumbent will be responsible for managing the production of digital motion and static content under the ambit of Historic Opportunity and Access Program (HOAP).
- ✓ Build relationships with the university's alumni community to feature them in alumni focused content (short documentary and articles) pertaining to access and equity.
- ✓ Cover events organized by HU Global and Pakistan Resource Development Offices through testimonial releases and write-up publications.
- ✓ Manage social media posting of original HOAP content in coordination with the social media executive.
- ✓ Design pre, during, and postproduction process flows of all HOAP content along with SOPs for operational clarity within and outside the department (alongside the team).
- ✓ Assess and update Habib University's website's giving page with a set frequency.
- ✓ Improve quality of existing HOAP products through critical gap analysis with a cohesive and implementable improvement action plan.
- ✓ Maintain a repository of ideas and campaigns ran by institutions of higher learning globally that engages potential givers and showcase the existing endowed academic contributions of the community.
- ✓ Propose initiatives to expand the breadth of marketing products within the program with a regular monitoring of its engagement on relevant forums.
- ✓ Ensure the implementation of the annual program calendar (products + events) for a streamlined execution of yearly plans.

REQUIRED JOB SPECIFICATIONS

Required Qualifications	<ul style="list-style-type: none"> ✓ Bachelor's degree in Communication & Design, Development Studies or related fields ✓ A liberal arts undergraduate experience will be preferred
Required Experience	<ul style="list-style-type: none"> ✓ At least 2 years of experience in marketing, communications, or project management role ✓ Demonstrated ability to build narratives and develop scripts for engaging motion content ✓ Understanding of digital marketing ✓ Strong organizational, interpersonal, and coordination skills ✓ Demonstrated ability to perform collaborative work in the educational sector ✓ Attention to detail and strict adherence to timelines

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)		
<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Written & Oral Communication skills to express ideas and arguments (in English and Urdu)	High
2.	Planning skills to undertake projects through well thought-out processes and timelines	High
3.	End-to-end Project Management Skills	High
4.	Attention to details	High
5.	MS Office Suite	High

Revision Date	August 2024	Version	1.0
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