

JD for Deputy Manager Content Marketing

Job Title: Deputy Manager Content Marketing

Position Overview: The Deputy Manager, Content Marketing, will be an integral part of the Marketing and Communications Department at Habib University. The individual will actively contribute to and execute content marketing strategies, specifically focusing on the Intellectual Experience Projection Program. This role involves creating and managing engaging content that aligns with the University's mission and vision, ultimately driving the institution's brand narrative and achieving marketing goals.

Key Responsibilities:

1. **Content Creation and Strategy:**
 - Develop, curate, and produce high-quality content for various marketing campaigns across digital platforms, ensuring alignment with the University's messaging and branding.
 - Collaborate with external and internal stakeholder teams to create content that effectively communicates the objectives and impact of their programs.
 - Manage content calendars, ensuring timely delivery of materials across multiple platforms.
2. **Campaign Management:**
 - Assist in the planning, execution, and management of content marketing campaigns.
 - Work closely with the broader institutional team to integrate content marketing strategies into overall campaign efforts.
 - Monitor campaign performance, analyze results, and adjust strategies to improve effectiveness.
3. **SEO and Digital Marketing:**
 - Implement SEO best practices to optimize content for search engines, increasing visibility and engagement.
 - Collaborate with the digital marketing team to integrate content into broader digital marketing strategies, including paid marketing campaigns and social media management.
4. **Stakeholder Collaboration:**
 - Liaise with internal stakeholders, including faculty and program leads, to gather content ideas and ensure the alignment of marketing efforts with institutional goals.
 - Manage relationships with external content creators, agencies, and freelancers as needed.
5. **Brand Consistency and Quality Control:**
 - Ensure all content adheres to the University's brand guidelines and maintains a high standard of quality.
 - Review and edit content produced by team members, providing constructive feedback and ensuring consistency in tone and messaging.
6. **Content Distribution and Amplification:**
 - Develop and execute strategies for distributing content across multiple channels, including social media, email marketing, and the University's website.

- Identify opportunities to amplify content through partnerships, media relations, and influencer engagement.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- 2-3 years of experience in content marketing, digital marketing, or a similar role.
- Strong writing, editing, and communication skills.
- Experience with SEO, digital marketing tools, and content management systems.
- Ability to manage multiple projects and campaigns simultaneously.
- Knowledge of the higher education sector and experience working in an academic environment is a plus.