

Job Description

Position Title	Marketing & Communications Associate
Job Grade	Senior Officer / Assistant Manager
Department	Office of Career Services
Reporting To	Head of Career Services
Type of Position	Regular/ Contract

POSITION DESCRIPTION

The individual will be responsible for managing all Marketing platforms for the Office of Career Services included social media content creation and management, and Career Services website.

This individual will also be responsible for assisting in all logistical and administrative communications for organizing career related events such as recruitment drives, info sessions, career fairs, assessment tests and interviews, or other.

DUTIES AND RESPONSIBILITIES

Managing Marketing/Communication Platforms & Website Revamp for Office of Career Services

- Creating and maintaining communication platforms/channels for the Office of Career Services (Facebook, Instagram, YouTube Chanel, Newsletters, Blogs etc. in collaboration with HU IT and Marketing & Communications Teams)
- Designing content which resonates with students (designing and captioning posts, shooting and editing videos/reels, shooting and editing testimonials from employers/students, writing OCS related articles for the Habib newsletter etc.)
- Develop strong ties with student societies and groups (Habib University Student Government and others)
- Maintaining a content calendar for the year to maximize student engagement
- Developing a holistic communication strategy in collaboration with the Head of Career Services to maintain effective communication channels with Students
- Ideate new ways of increasing engagement with students and employers on social media/on campus
- Lead in the redesign of the Career Services website.

Logistical and Administrative Support

- Assisting the Assistant Manager Campus Employment & Operations in organizing career related events such as a Career Fair, recruitment drives, workshops, educational and career info session etc.
- Handling all logistical, administrative, and operational tasks and responsibilities for the Career Services team.

Assistance in Events Coordination

- Communication and coordination with other departments for career services related tasks.
- Liaising with other departments to organize educational info sessions / Career Services events (Career Fair, workshops, campus visits by industry)
- Monitoring and maintaining inventory, giveaways and other items for the office.
- Other duties as assigned.

REQUIRED JOB SPECIFICSTIONS

Required Qualification	<ul style="list-style-type: none"> • Minimum Bachelor's degree in required field
Required Experience	<ul style="list-style-type: none"> • 1-2 years' experience in a marketing role is preferred • Prior experience of working with students is a plus.

REQUIRED JOB COMPETENCIES

S.No	Competency	Critical (High/ Medium/ Low)
1.	Data management skills using MS Office especially excel, word, and PPT	High
2.	Technology skills for managing websites and social media	High
3.	Proactiveness and agility to take initiatives and meet with the evolving nature of work.	High
4.	Written & Oral Communication Skills to express ideas and arguments, perusing for ideas and convincing people (in English and Urdu). Presentation skills are essential	High
5.	Relationship building	High