

Job Description

Position Title	Performance Marketing and Social Media Executive
Department	MARCOM
Reporting To	Head of Digital
Type of Position	Regular, full-time

Position Description

Habib University is looking for a creative, execution focused professional who can run day to day social media operations and lead short form video production across Instagram Reels and TikTok.

The role also supports growth through performance marketing. The candidate will set up, run, and optimize campaigns on Meta and TikTok, ensure tracking through Google Tag Manager and pixels, and present weekly performance reports with clear insights and next actions.

The ideal candidate is a strong storyteller with on ground content capture skills. They are comfortable interviewing people for testimonials, packaging content for performance, and using AI tools and LLMs to speed up ideation, scripting, and repurposing while maintaining brand quality.

Duties and Responsibilities

1. Social Media Management

- Schedule, publish, and manage content across platforms including Instagram, Facebook, LinkedIn, TikTok, X, and YouTube Shorts where applicable.
- Monitor comments, messages, and mentions daily. Respond in a timely, brand aligned, and audience appropriate manner.
- Maintain and update the content calendar in coordination with the team lead. Ensure deadlines, approvals, and posting windows are met.

2. Short-form Video Production (Reels and TikTok)

- Own end to end short form production. ideation, scripting, shot list, filming, basic lighting and audio, editing, captions, and publishing.
- Create multiple content tones. fun trend led reels, serious institutional messaging, event coverage, and educational explainers.
- Package content for performance. strong hooks, clean on screen text, subtitles, pacing, and CTA where relevant.
- Maintain a weekly production pipeline and support rapid turnaround for events and announcements.
- Use AI tools and LLMs to accelerate scripting, captioning, and repurposing workflows without compromising quality or accuracy.

3. Testimonial Capture and Storytelling

- Plan and capture testimonial content with students, faculty, alumni, parents, and partners. Conduct short interviews and record high quality footage.
- Turn long recordings into multiple short edits for Reels, TikTok, and other channels.

- Coordinate permissions and releases as required and maintain an organized library of raw footage and final exports.

4. Paid Media. Meta Ads and TikTok Ads

- Set up, run, and optimize campaigns in Meta Ads Manager and TikTok Ads Manager aligned with admissions, events, and brand initiatives.
- Build and manage audiences and retargeting pools. video viewers, engaged users, and website visitors.
- Run creative tests and iterate weekly. hooks, formats, thumbnails, and copy angles.
- Coordinate with design and content to develop ad creatives that follow platform best practices.

5. Measurement, Tracking, and GTM

- Support implementation and maintenance of Google Tag Manager. manage tags, triggers, variables, and event tracking in coordination with the digital team.
- Maintain pixel and conversion tracking. Meta Pixel, TikTok Pixel, and key events. support basic troubleshooting when tracking breaks.
- Apply UTM governance and ensure every campaign is measurable end to end.
- Use GA4 and platform analytics to identify what content and campaigns are driving outcomes.

6. Reporting and Weekly Presentations

- Prepare and present a weekly performance report to the team. organic content performance, audience growth, paid media results, and key learnings.
- Translate data into action. what to double down on, what to stop, and what to test next week.
- Maintain simple dashboards and a monthly recap for leadership when requested.

7. Cross-functional Collaboration and Governance

- Collaborate with internal stakeholders across admissions, student life, alumni, academics, and events to source stories and ensure accuracy.
- Follow brand and content governance. approvals, tone, accessibility basics, and crisis escalation protocols.
- Ensure consistency of messaging across all platforms while adapting the creative to each platform.

Required Job Specifications

Qualification

- Bachelor's degree in Marketing, Communications, Media Studies, or a related field.
- Portfolio of short form content. at least 5 reels or TikToks that show variety in tone and format.

Required Experience

- Minimum 4 years of relevant experience in social media, content marketing, performance marketing, or digital marketing.
- Hands on experience filming and editing short form videos for Instagram Reels and TikTok.

- Hands on experience running Meta Ads and TikTok Ads. campaign setup, optimization, and reporting.
- Hands on experience with Google Tag Manager and a working understanding of GA4 events, UTMs, and pixels.

Required Skills

- Strong storytelling and scripting skills. ability to turn campus moments into compelling narratives.
- Comfortable directing shoots and interviewing people for testimonial content. confident on camera when needed.
- Strong copywriting and communication skills. excellent command of English. Urdu is a plus.
- Strong presentation skills. able to explain results, insights, and next steps clearly in weekly meetings.
- AI and prompting proficiency. able to use AI tools and LLMs to speed up ideation, scripting, captioning, creative briefs, and reporting. understands responsible use and confidentiality.
- Highly organized. can manage multiple deadlines, approvals, and deliverables.

Tools. Working Knowledge

- CapCut, Adobe Premiere Rush, or equivalent editing tool. plus Canva for quick layouts.
- Meta Ads Manager and TikTok Ads Manager.
- Google Tag Manager and GA4.
- Native analytics tools for Instagram, TikTok, LinkedIn, and YouTube.
- AI tools for content and workflow acceleration. for example ChatGPT, Claude, Gemini, or equivalent.

Traits and Mindset

- Creator mindset with a data driven approach. uses insights to improve content and ads.
- Trend aware and brand safe. knows what to use and what to avoid.
- Proactive and resourceful. can move fast without compromising quality.
- Collaborative and respectful. strong stakeholder management and follow through.