

Position Title Communication and Product Specialist
Reporting To: Lead Marketing, Communications and Events
Grade: M3

POSITION DESCRIPTION:

The Office of Admissions at Habib University is looking for a strong writer and communicator to join our team and support our student outreach and admissions engagement efforts. This role is ideal for someone who enjoys crafting compelling written content and developing communication materials that shape how prospective students discover and understand Habib University. The position will play a key role in creating messaging and content used across our outreach and admissions communications.

The incumbent will conceptualize and develop high-quality written content for a wide range of marketing and outreach materials, including brochures, flyers, standees, reports, letters, and other branding collateral. The role requires someone who enjoys writing and can translate institutional messaging into clear, engaging, and persuasive communication for prospective students, parents, and schools. They will also assist in developing and executing a focused communication plan for prospective students, parents, and school representatives. This includes preparing content and managing communications across multiple channels such as email, SMS, WhatsApp, and other outreach platforms to ensure consistent and effective messaging throughout the admissions cycle.

Applicants for this position will demonstrate a passion for using writing and communication to connect talented students with meaningful educational opportunities.

DUTIES AND RESPONSIBILITIES:

The duties and responsibilities of this position include, but are not limited to, the following functions:

- **Content Development:** Conceptualize and develop high-quality written content for a wide range of marketing and outreach materials, including brochures, flyers, standees, reports, and letters.
- **Institutional Translation:** Translate complex institutional messaging into clear, engaging, and persuasive communication tailored for prospective students, parents, and schools.
- **Communication Planning:** Assist in developing and executing a focused communication plan for prospective students, parents, and school representatives.
- **Channel Management:** Prepare and manage content across multiple outreach platforms, including email, SMS, and WhatsApp, to ensure consistent messaging throughout the admissions cycle.
- **Branding Collateral:** Support the creation and refinement of branding collateral to ensure all messaging aligns with Habib University's standards.
- **Stakeholder Engagement:** Communicate effectively with school representatives and parents to provide clarity on the admissions process and university offerings.
- **Collaborative Support:** Perform all other duties as assigned to contribute to the overall success of the Office of Admissions.

REQUIRED EXPERIENCE & QUALIFICATIONS:

- **Writing Excellence:** Excellent writing skills and a strong command of language.
- **Content Creation:** Proven experience or interest in creating marketing and communication materials.
- **Communication Skills:** Ability to translate complex information into clear and engaging messaging.
- **Organizational Skills:** Excellent organizational skills to manage multiple communication channels simultaneously.
- **Technical Proficiency:** Strong computer skills, including competence with Microsoft Office (Word, Excel, PowerPoint) and outreach platforms.
- **Education:** A Bachelor's degree in Communications, Marketing, English, or a related field is preferred.