

Research & Analytics Lead

Office of the President, Habib University

About the Role:

We are at a moment when higher education is being fundamentally redefined across the world. In Pakistan, over the past twelve years, Habib University has been reimagining higher education in more ways than one. In this dynamic global and regional context, this role sits at the intellectual core of institutional storytelling at the University.

The Research & Analytics Lead will serve as Habib University's higher education intelligence unit, transforming research, data, and analytics into powerful narratives that shape how the University, and its leadership, is understood and perceived globally.

Operating at the intersection of research, analytics, and storytelling, you will generate rigorous, evidence-based insights that inform institutional positioning, presidential thought leadership, and narrative architecture across Habib University's academic offerings, strategic priorities, values, generosity, and sustainability. Your work will ensure that all outward-facing institutional narratives are empirically grounded, globally benchmarked, and intellectually defensible, strengthening Habib University's presence in global academic and policy conversations.

Key Responsibilities:

Systematic Research on Higher Education:

- Build original, defensible knowledge on higher education to inform Habib University's institutional positioning.
- Design and execute structured research studies on:
 - Global higher education trends and transformations
 - Liberal arts education and its outcomes
 - R1 universities vs liberal arts institutional models
 - Endowment models and institutional sustainability
- Conduct literature reviews, comparative analyses, and synthesis of global research.
- Produce formal outputs (white papers, research briefs, analytical decks) that are used directly in institutional strategy and positioning.
- Ensure all research outputs meet academic standards of rigor, sourcing, and argumentation.

Narrative Intelligence & Stakeholder Perception Analysis:

- Design and run qualitative and quantitative studies to measure how Habib University is perceived by students, parents, and alumni; employers and corporate partners; faculty and global academic networks
- Identify misalignment between intended narrative vs actual perception, decision drivers influencing stakeholder choices, biases, misconceptions, and gaps in understanding
- Identify gaps in internal team's understanding of narratives

Evidence-based Narrative Development:

- Convert research and perception insights into clear, focused institutional narratives
- Ensure narratives are verifiable by evidence, aligned with stakeholder understanding
- Support development of presentations, collateral to convert narratives into products
- Produce narratives that are research backed to support President's communications including speeches, op-ed, publications, keynote addresses, and conference engagements
- Continuously enhance and refine narratives and content to upgrade the level of institutional projection

Global Projection and President's Thought Leadership Research:

- Identify where and how the University and President should appear globally
- Systematically map platforms for institutional and presidential visibility, including:
 - Global higher education forums and summits
 - Academic conferences and lecture circuits
 - Policy think tanks and research networks
 - Journals, publications, and intellectual platforms
- Build a structured platform intelligence system that:
 - Categorizes platforms by influence, audience, and relevance
 - Recommends where the President and University should engage
- Analyze global influence ecosystems to determine:
 - Where peer institutions are present
 - Where is Habib absent and should be visible

Ideal Candidate Profile:

We are looking for someone with natural intellectual curiosity and an investigative mindset, someone who does not stop at surface-level answers and is driven to understand systems deeply:

- Naturally inquisitive and intellectually restless
- Strong reader, observer, and critical thinker
- Passionate about higher education, especially in Pakistan and the Global South
- A compelling storyteller who can turn data into narrative
- Could be from any major or discipline with 3+ years of experience
- Strong foundation in research methodologies (especially qualitative research)
- Strong power-point skills and narrative structuring ability
- Basic Excel proficiency for data handling
- Ability to synthesize complex information into clear, strategic narratives
- Experience in research, policy, consulting, academia, or analytical roles