**POSITION DESCRIPTION**

This candidate will lead all marketing activities from social media and digital campaigns to advertising and creative projects.

His responsibilities include developing plans to help establish CECOS brand, allocating resources to different projects and setting short-term and long-term department goals. Able to inspire his/her team members, to run CECOS Marketing department in ways that promote higher profitability and competitiveness.

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| **REQUIRED JOB COMPETENCIES (Technical and Soft Skills)**  |
| **S#** | **Competency** | **Criticality(high/low/medium)** |
|  | Organizational Skills  | High |
|  | Communication Skills  | High |
|  | Ability to work under pressure | High |
|  | Problem Solving Skills | High |
|  | Knowledge of Google applications Google Ads, Google My Business and Analytics | High |
|  | Knowledge of Word-Press and Joomla including basic understanding of HTML/HTML5 and CSS | High |
|  | Proficient with graphic and multimedia software and applications such as the Adobe Creative Suite | High |
|  | Knowledge and understanding of various social media platforms | High |
|  | Knowledge and understanding of SEO and SEM techniques | High |
|  | Detail-oriented with the ability to meet deadlines effectively and multitask | High |
|  | Self-motivated, detailed oriented, and ability to work independently | High |
|  | Possession of creative flair, versatility, conceptual/visual ability and originality | High |

**DUTIES AND RESPONSIBILITIES**

***Event Management***

* Work closely with administrative and academic staff to take responsibility for the organizing events including student admissions, conferences and exhibitions such as postgraduate / undergraduate Open House & Fairs
* Prepare for participation in Expos / Exhibitions arranged from time to time
* Schedule and arrange in house Awareness Programs amongst the students/staff for promotion of activities / programs / admissions

***Outreach & Admissions***

* Awareness/Marketing of CECOS to local public & especially colleges & schools for seeking potential candidates including digital outreach
* Plan & monitor the admission campaigns for various programs based on different strategies
* Schedule and arrange in house Awareness Programs amongst the students/staff for promotion of activities / programs / admissions

***Marketing & Branding***

* Develop a library of images, student, alumni and staff profiles for use across a wide range of media and publications to reflect courses, departments and university
* Work on development of Brand Content including CECOS Profile and other documents for marketing / image building
* Implement Brand/Theme across the board & ensuring Marketing sense/branding in every activity of CECOS and work on sub-branding (departments and teams)
* Plan, propose and execute strategies for enhancing the image of CECOS internally and publically
* Work on Corporate and PR Packages for the improvement of image of CECOS in public / relevant offices and employers.
* Supervise designing of Marketing material (Websites / Prospectus / Brochures / Ads / Billboards, Social media) and ensuring timely printing of the same
* Assist the Chief Editor in matters relating to News Letter
* Guide, train & utilize Media Club / Society as working force for Marketing & University Advancement
* Supervise websites / social media accounts / emails to maximize the positive exposure of the University across these platforms and updating University websites / social media from time to time

***Media***

* Content Creation for various print, electronic and social media platforms in form of text, graphics, video
* Generate and also utilize content generated on campus for the purpose of marketing and promotion
* Collaboration with various departments and outside organizations for creating an engaging content.
* Streamline Content Writing / Press releases (Urdu, English & Photography)
* Also responsible for making News Items / Press Release etc. and dissemination through Press/Social Media/Website/Email
* Any other item as need by the reporting office or competent authority