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**Manager Marketing & Media Affairs****Qualifications and Requirements:**

1. MS/Bachelor's degree in Marketing, Business, Communications, or a related field (Master's degree preferred).
2. Proven experience in marketing, media relations, or a related role within the education sector.
3. Strong understanding of the local and national education landscape.
4. Excellent communication and interpersonal skills.
5. Leadership experience with the ability to motivate and guide a team.
6. Results-driven mindset with a focus on achieving measurable outcomes.
7. Exceptional organizational and project management abilities.

Key Responsibilities**Strategic Planning:**

1. Develop and implement comprehensive marketing strategies aligned with the university's goals and values.
2. Collaborate with university leadership to define marketing objectives and key performance indicators.

Media Relations:

1. Cultivate and maintain relationships with media representatives and influencers.
2. Coordinate and manage press releases, interviews, and media interactions.
3. Monitor media coverage and address any potential reputational issues.

Advertising and Promotion:

1. Oversee the creation and execution of advertising campaigns across traditional and digital channels.
2. Work with creative teams to develop engaging content and messaging.
3. Evaluate the effectiveness of advertising efforts and optimize strategies as needed.

Digital Marketing:

1. Develop and implement digital marketing strategies, including social media campaigns.
2. Strong graphic designing skills
3. Monitor and analyze online presence, engagement, and trends.
4. Stay updated on digital marketing trends and leverage emerging platforms.

Collaboration and Team Management:

1. Collaborate with internal departments, academic units, and administrative teams to ensure consistent branding.
2. Lead and manage a team of marketing professionals, providing guidance and support.
3. Foster a collaborative and innovative work environment.

Budget Management:

1. Develop and manage marketing budgets effectively, ensuring optimal resource allocation.

2. Monitor expenses, analyze return on investment (ROI), and make data-driven budgetary decisions.

Reporting and Analysis:

1. Prepare regular reports on marketing performance and effectiveness.
2. Utilize analytics to measure the success of campaigns and provide insights for future strategies.

Event Management:

1. Plan and coordinate marketing events, open houses, and university-sponsored activities.
2. Evaluate the success of events and recommend improvements for future initiatives.

Remuneration

Air University offers competitive salary package. Other benefits include membership of contributory provident fund scheme, medical insurance and pension insurance scheme.

*The position is Islamabad based only.

*Only shortlisted candidates will be called for interview.

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| Required Qualification | MS/Bachelors degree in Marketing, Business, Communications, or a related field |
| Posted On | 06-Dec-2023 |
| Last Date | 19-Dec-2023 |
| Required Experience | 5-7 Years |
| Required Skills | Candidate must have related skills. |

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