



JOB DESCRIPTION & PERSON SPECIFICATION

JOB TITLE: <u>Marketing Manager</u>	DEPARTMENT: <u>Marketing</u>
POSITION REPORTS TO: <u>Vice President Admin & Finance</u>	
MAJOR JOB RESPONSIBILITIES	
<ol style="list-style-type: none">1. Undertakes major marketing activities for SZABIST, including carrying out marketing intelligence and measures for carrying out competitive analysis with the competitors, in assistance with the management of SZABIST.2. Accepts the responsibility of proposing marketing and campaign strategy for SZABIST covering both “above-the-line” and “below-the-line” activities, including open house, road shows, and participation in educational fairs, in coordination with relevant departments.3. Proposes strategy for the selection of media, tactical / thematic campaigns, including corporate and admissions campaigns of all SZABIST campuses, and executes it in coordination with the respective departments and subject to the approval of management.4. Assists relevant departments in internal marketing of SZABIST including, revamping the signage, internal branding, visual order, and wall mounts etc.5. Accepts responsibility for the communication/marketing collaterals including brochures, standees, posters etc. designed and printed by the internal designers or external agency / resources, liaison with the external agency, vendors and printers pertaining to the work related to Marketing activities.6. Undertakes streamlining of corporate visual identity (CVI) across the SZABIST campuses.7. Takes responsibility for designing basic layouts for SZABIST publications, including student handbook and prospectus in coordination with the respective departments.8. Assists IT department for SZABIST website revamping in terms of design and layout in coordination with the respective departments.9. Monitors Media which includes a complete press record of all the internal and external happenings of SZABIST.	



10. Takes responsibility for an effective publicity campaign for events, and makes sure that brand and marketing materials are properly developed, after the approval of SZABIST management.
11. Proposes for the review and approval of management, the theme and the write-up for the event related materials like invitation cards, stage backdrop, banners and any other kind of designing templates.
12. Accepts the responsibility of media relations such as press.

PERSON SPECIFICATION

(1) Academic Qualification Required

MBA or equivalent degree

(2) Specific Job-related Skills Required

1. Analytical Skills
2. Decision-making Skills
3. Ability to plan and organize the work and meet the deadlines

(3) Specific Job-related Traits & Behaviours Required

- i. Initiative taking and ability to work independently
- ii. Cooperation and coordination

(4) Experience Required

At least 1-2 years of experience in the relevant field.