



# EAST WEST UNIVERSITY

Progoti Foundation for Education and Development

Permanent Sanad Holder

## Join East West University: Be a Mentor for Future Leaders

### Vacancy Announcement Department of Media Communications and International Affairs

East West University, a leading private university, and an equal opportunity employer invites applications for the following full-time administrative positions:

#### Position : Director, Media and Communications

##### **Number of Position:** 01

A Director of Media and Communications is a senior leader who promotes and advances the reputation of the University at home and abroad by leading, developing, and enhancing the brand positioning through Communication and PR strategy across the target audience. S/he will work under the guidance of the Vice Chancellor and will be responsible for the smooth functioning of the department and the staff under him/her. Key duties and responsibilities will include:

- Formulate and lead the overall Brand, Communication, and PR Strategy of the University.
- Evaluate, develop, and implement a strategic communication plan to enhance the reputation of the University, nationally and internationally.
- Lead and supervise all PR campaigns and activities.
- Act as the University spokesperson in the print and electronic media.
- Lead and supervise production and design of all visual content in print, electronic, and web media.
- Oversees communication team's expenditure and budgeting process.
- Develop a close working relationship with the Government agencies especially UGC and the Ministry of Education.
- Liaise with other Universities, and educational and research institutions to create positive branding of the University.

##### **Qualifications and Experience:**

Master's degree from a reputable university with no third class/division in any examinations. S/he should have at least 15 (fifteen) years of experience in a senior-level administrative position in Universities/Govt/Semi Govt or Private organizations. In addition, s/he should possess excellent interpersonal and communication skills in English and Bangla. and IT knowledge with proficiency in modern computer applications. Professional courses in Advertising, Marketing, Communications, and Business Development will be considered an added advantage.

##### **Age Limit:**

Maximum 50 (fifty) years. The age limit may be relaxed in the case of exceptionally qualified candidates.

#### Position: Content Manager

##### **Number of Position :** 01

A Content Manager is a mid-level officer who works under the Director of Media and Communication at the University. S/he is responsible for overseeing the creation of multiple forms of content to enhance the University's visibility to its students, guardians, faculty members, and others in society. His/her duties include creating content to be published in the print and electronic media, websites, and blogs that showcase the University's vision and mission, successes and achievements, its programs and projects, at present and in future.

##### **Duties and Responsibilities:**

A Content Manager's main duty is to maintain the content and ensure that the University's website is updated regularly with relevant and exciting material. Apart from this, s/he should also be able to perform the following daily functions under the supervision of the Director of Media and Communications:

- Overseeing content creation for the university's website and always keeping it up to date.
- Researching and sourcing content from various departments for the university's website and updating the main website of the University.
- Writing, editing, and publishing content pieces to be published in print and electronic media.
- Designing and producing video production on websites, TV and other social media.
- Updating content to ensure that it's current and relevant.

##### **Necessary Skills:**

- Proficient in Graphics Design
- Create Content via blogs, videos, and photos.
- Be able to edit images and videos.
- Optimize copy and landing pages.
- Develop and implement link-building strategy.
- Work closely with various media including social media for suggesting change of contents.
- Recommend changes to website architecture, content, linking, and other factors for improving own position.

##### **Qualifications and Experience:**

Bachelor/Master degree from a reputable university with no third class/division/CGPA 3 out of 5 or 2.5 out of 4 in any examinations. S/he should have at least 5 (five) years of experience in a mid-level administrative position in Universities/ Private organizations/ Govt./Semi Govt. In addition, s/he should be able to produce good content for print and electronic media that positively reflects the mission and vision of the University. S/he must possess excellent interpersonal and communication skills in English and Bangla. IT knowledge with proficiency in modern computer applications is essential.

##### **Age Limit:**

Maximum 35 (thirty five) years. The age limit may be relaxed in the case of exceptionally qualified candidates.

Salary and benefits commensurate with qualification and experience. Only short-listed candidates will be invited for the next selection process.

Please apply attaching all academic documents, copies of academic & experience certificates through East West University website link [jobs.ewubd.edu](http://jobs.ewubd.edu) or send your application with a complete cv including all academic documents, copies of academic & experience certificates to the **Chief of HR & Logistics, East West University, Plot: A/2, Jahurul Islam Avenue, Jahurul Islam City, Aftabnagar, Dhaka-1212.**

**Application Deadline: 25 November 2024**

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Daily Star : 10.5" X 4 Col.