



INDEPENDENT UNIVERSITY, BANGLADESH

Department of Media & Public Relations

JOB OPPORTUNITY

(Full-time position)

Independent University, Bangladesh (IUB), one of the leading private universities of the country, invites applications from suitable candidates for the following full-time position in the **Department of Media and Public Relations**:

PUBLIC RELATIONS MANAGER:

Responsibilities:

- Develop media relations strategy, seeking high-level placements in print, broadcast and online/social media.
- Planning, developing and implementing PR strategies.
- Having full understanding of media needs and media relationships.
- Be proactive; coordinate all public relations activities with print, electronic and social media.
- Create contents for press releases both in English and Bengali; distribute them and ensure desired media coverage through electronic, print and social media.
- Manage media inquiries and interview requests. Organize events including press conferences, exhibitions, fairs, workshops, seminars, roundtables, open days and press tours.
- Monitor, analyze and communicate PR results on a monthly/quarterly basis.
- Evaluate opportunities for partnerships, sponsorships and advertising on a regular basis.
- Monitor publicities and PR activities of other universities and conduct need-based assessments and FGDs to find out the concerns and expectations of the target groups and stakeholders from IUB's brand communication interventions.
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs of the University.
- Maintaining and updating information on University website.
- Performing other job related duties as may be assigned by the Director.

Requirements:

- Proven working experience in media and public relations is essential.
- Proven track record in designing and executing successful media and public relations campaigns at both a local and national level.
- Strong relationships with both local and national media outlets/institutions.
- Exceptional writing, editing, communication and interpersonal skills; familiarity with Microsoft's all office packages.
- Sturdy experience with social media including blogs, Facebook, Twitter, etc.
- Experience in planning and implementing events.
- Absolute fluency in writing and speaking both in English and Bengali.
- Ability to work in high-stress environments.
- Awareness of different media agendas.
- At least 5 years' working experience in the relevant field.
- Master's degree in Mass Communication and Journalism, Marketing, Management, Advertising, International Relations, Social Science or any other related discipline.
- Should be a decent and effective team player.

Please clearly mention the position you are applying for as the "Subject" of your email
Please download the **Application Form** (*for non-teaching positions*) from IUB's website at
<http://www.iub.edu.bd/jobs>, fill it in and email it to hrdept@iub.edu.bd by **February 4, 2021**

Only online Applications Forms will be acceptable