INDEPENDENT UNIVERSITY, BANGLADESH (IUB)

VACANCY ANNOUNCEMENT

Independent University, Bangladesh (IUB), best known for its academic excellence, healthy working environment, intellectual freedom, cultural diversity and pluralism, invites applications from suitable candidates for the following positions 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.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Manage media inquiries and interview requests. Organizing events including press conferences, exhibitions, fairs, workshops, seminars, roundtables, open days and press tours.
- Monitor, analyze and communicate PR results on a quarterly basis.
- Build relationships with thought leaders to grow industry awareness.
- Maintain a keen understanding of industry trends affecting target audiences and stakeholders and make appropriate recommendations regarding communication strategy surrounding them.
- Monitor publicities and PR activities of other universities and conduct need-based research and FGDs to find out the concerns and expectations of IUB's target groups and stakeholders.
- Report and explain the findings of the research to its management.
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs.
- 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 business and industry 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.
- Event planning and implementing experience.
- 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 8-10 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.

Independent University, Bangladesh (IUB) is an equal opportunity employer and it offers attractive remuneration package to the deserving candidates.

Please download the Application Form (for non-teaching positions) from IUB’s website at http://www.iub.edu.bd/jobs, fill it in and e-mail it to hrdept@iub.edu.bd by September 14, 2016.

Only online applications will be acceptable.