



Bahria University Library Islamabad

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BAHRIA UNIVERSITY Discovering Knowledge

Initiative of Pakistan Navy

CAREER OPPORTUNITY PUBLICATIONS OFFICER

EDUCATION:

BS Marketing or equivalent from HEC recognized University

EXPERIENCE:

Preferably 03 years of relevant experience

JOB DESCRIPTION:

Under the supervision of AD Brand Management, the officer would be responsible for;

1. Planning, writing/ rephrasing, and shaping BU Strategic content as assigned by Director.
2. Developing strategic content writing for Marketing Dte, which includes all form of write-ups.
3. Editing and/or re-phrasing/writing the Marketing Content received from CUs and Directorates of the varsity to be added/uploaded on BU Official Digital Platforms including website.
4. Summarizing key Analytical Insights in a clear & concise manner for use in Strategic Materials.
5. Other projects assigned by the reporting officer/management as per need basis.

Last date to apply: 18 Nov 2024

DIRECTORATE OF HUMAN RESOURCE

PID(I)3193/24

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