



CAREER OPPORTUNITY



NORTH SOUTH UNIVERSITY

Center of Excellence in Higher Education

North South University (NSU), the first private university in Bangladesh, seeks applications from candidates with required qualifications and experiences for the following position:

Please read the full job description carefully to see if you have the skills, knowledge and experience that we are looking for. Only eligible candidates will be contacted by NSU for interview:

Deputy Director, Public Relations Office: 1 (One) position

Job Description:

- Provide essential support to the Director in the formulation and execution of strategic plans.
- Oversee and manage the department's day-to-day operations to ensure smooth functioning.
- Facilitate coordination among various schools, departments, institutes, and centers to promote collaboration and synergy.
- Assist the Director in budgetary planning and efficient resource management.
- Cultivate and maintain strong relationships with the media industry to foster partnerships and opportunities for the university.
- Establish and maintain active social media platforms on behalf of North South University (NSU) to engage with the community and disseminate relevant information.
- Take the lead in leveraging social media platforms for branding NSU, enhancing its online presence, and effectively engaging with the target audience.
- Coordinate the production of NSU branding materials, including but not limited to video content, graphics, and other relevant materials, to ensure a consistent and compelling brand image.
- Utilize data analytics tools to assess the effectiveness of PR and communication strategies.
- Collaborate with other departments, including marketing, admissions, and academic units, to ensure consistent messaging and communication efforts.
- Stay updated on industry trends, best practices, and emerging public relations and communications technologies.
- Any other duties assigned by the Management and higher authorities.

Academic Qualification:

- Excellent academic credentials with a master's degree in Arts or Social Sciences, preferably in Mass Communication and Journalism.

Job Experience:

- 10 years' experience as a legacy /online media journalist.

Age: Not exceeding 50 years.

Pay Scale: Tk. 64,708-6,471-1,61,769 (as per NSU policy).

Other Benefits:

- Provident fund, Gratuity, Festival Bonuses, Group Insurance, in-house free medical Consultation, etc.

Other Terms and Conditions:

- She/he must be well conversant in Office 365, Google, Adobe, and various online apps
- Strong oral and written communication skills in both Bengali and English.
- Third division/ class/ equivalent GPA of the candidates in any educational level will not be accepted.
- Willingness to work after hours, weekends, and on public holidays.

NSU reserves the right not to appoint anyone if suitable candidates are not found.

Any prior communication or persuasion to the position will be considered as a disqualification. Interested candidates are requested to apply through jobs.northsouth.edu by November 18, 2023.

Department of Administration
NORTH SOUTH UNIVERSITY
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NSU Job Portal: jobs.northsouth.edu