

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 positions:

Director (Public Relations) : 1 (One) position

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

Job Description:

- Plan, develop, lead, and manage branding strategy, execute marketing and advertising efforts for NSU, and maintain communications on behalf of NSU for both external and internal stakeholders.
- Manage inquiries, press relations, and crisis communications, and promote the NSU's achievements across print, digital, and social media targeting national and international audiences.
- Develop and implement a comprehensive strategic marketing and communications plan to promote NSU's image and mission.
- Coordinate the implementation of advertising initiatives in print and digital media to elevate NSU's reputation among prospective students, alumni, donors, and the general public.
- Build and maintain strong relationships with journalists, editors, and media outlets to secure proper media coverage.
- Establish and maintain relationships with government officials, educational institutions, and other business organizations to support the organization's interests.
- Develop and manage the media aspect of events and communication materials, including web, video, social media, commercials, radio programs, brochures, and presentations, including management of online reputation.
- Any other responsibilities assigned by the NSU Authority.

Academic Qualification:

- Excellent academic credentials; Candidate must be a highly qualified, result-driven and experienced professional. A masters degree in Arts or Social Sciences preferably in Mass Communication & Journalism.

Job Experience:

- A minimum of 15 (fifteen) years in relevant field, preferably in a large organization & media.
- Candidate must have good rapport with print and electronic media.

Age: Ideally 40-50 years.

Monthly Salary: An attractive salary package & benefit will be offered to the deserving candidate.

Other Benefits:

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

Other Terms and Conditions:

- Proficiency in English, Bangla as well as good communication and interpersonal skills.
- He/she must be well conversant in word processing, computer graphic designing, desktop publishing (DTP), and protocol-related works.
- Willingness to work beyond office hours and on holidays, if required.
- Third division/ class/ equivalent GPA of the candidates in any educational level will not be accepted.
- NSU authority reserves the right to reject any application or not to make an appointment if a suitable candidate is 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 09, 2023