

## Vacancy Announcement

### Senior Manager, Communications

BRAC James P Grant School of Public Health (JPGSPH) at BRAC University was established in 2004 as an educational and research institution focusing on the integral areas of teaching, research, and services. The goal of the School is not only to impart knowledge but also to excel in knowledge creation through research and training that connects with practice (For more details: <https://bracjpgsph.org/career>).

BRAC JPGSPH is seeking a Senior Manager, Communications, for the School.

The Senior Manager of Communications will assist in establishing the team's strategic direction across all communication platforms in their capacity as the head of the communications team at the BRAC James P Grant School of Public Health.

#### Key responsibilities:

- Lead the design and implementation of a high-quality communication strategy for the BRAC JPGSPH and its four pillars that deliver on mission, values, and objectives, while upholding alignment of the overarching communication strategy.
- Provide strategic support to the Dean in both internal and external communications, and oversee and assist planning of the Dean's engagement in different occasions and events of the School and its partners, drafting messages and speeches as required, and managing communications that align with the School's mission and goals.
- Develop plans and respond to strategic communication needs regarding activities, campaigns, and/or objectives of the Educational programmes (Master of Public Health and Midwifery Education programme, WHO-TDR scholarship programme, and others), the Research Centers and Hubs, the Centre for Professional Skills Development, and other administrative units, and ensure coherence and alignment between these.
- Oversee the conceptualization, production, publication, and quality assurance of all content produced for social media, websites, print materials, public relations such as news articles and press briefs, and other marketing materials; including annual reports, presentations by School's representatives, research/project briefs, reports, and outputs in video, blog, podcasts, and/or other unique formats.
- Provide and enable communication support for advocacy and outreach events such as seminars, conferences, webinars, etc., including planning, designing, and publishing branding items and contents, photography and videography, Live coverage on media, hybrid access through video conference tools, etc.
- Oversee effective and timely management of social media channels (Facebook, Instagram, X, and LinkedIn), e-mailers within the school and through BRAC University, regular website updates and modifications, and linking with BRAC University and other partners for joint promotions on digital media.
- Oversee internal communication processes, collation of data, and reporting on success indicators, milestones, and achievements of the school as and when required for national, regional, and global review and ranking of universities, public health schools, and educational and research institutions (such as Times Higher Education World University Ranking, QS World University Rankings, and others).
- Establish and monitor performance indicators for success of communication campaigns and performance and capturing valuable lessons for future learning and adaptation.

- Assist relevant teams in building and maintaining relationships across other Schools, universities, embassies, funders, partners, NGOs and INGOs.

As a senior manager, you will:

- Supervise the team members engaged in knowledge management, digital content production, publishing, channel management, web management, and creative designs and production, setting direction and ensuring the team members have realistic but stretching goals.
- Contribute to creating a culture of continuous improvement with colleagues, with specific responsibility for building communication capability and skills across the School.
- Take a keen interest in the well-being of the team members, investing efforts in their learning and development so they achieve their full potential.
- Within the BRAC JPGSPH Communications team, structures and specific roles and responsibilities are subject to change depending on the school's priorities. The Senior Communications Manager will therefore need to be flexible in adapting to any changes that are needed in the precise objectives and responsibilities of the role over time.

#### **Requirements:**

- Master's degree or equivalent with a minimum of Nine years of experience in leading communications and marketing roles in the development sector, academia, or other relevant fields; with a minimum of three years in managerial roles.
- Demonstrated experience of designing and delivering communication strategies and campaigns and evaluating their effectiveness.
- Excellent understanding of popular and emerging social media and visual communication. They will also have an excellent understanding of Bangladesh's public health, political, socio-economic and development issues.
- Excellent interpersonal skills and is able to build and maintain productive relationships with colleagues and stakeholders
- Experience of managing a team of 3-5 communication professionals.
- Agility and ability to respond quickly to changing priorities and to any forms of communication emergency
- Ability to communicate fluently in written and spoken English and Bangla

**Salary:** Negotiable. A higher salary can be offered to highly deserving candidates.

**Benefits:** Festival Bonus, Earned Leave Encashment, Health and Life Insurance, Increment on annual appraisal, and others as per policy.

**How to apply:** All interested candidates are advised to apply through email at: [recruitment.sph@bracu.ac.bd](mailto:recruitment.sph@bracu.ac.bd) on or before **30 December 2024**. Please mention the following in the subject line of your email: **Job Application for Senior Manager, Communications**.

Only shortlisted candidates shall be invited for the interview. All tests & interviews will be held in Dhaka.

We are an equal opportunity employer and encourage applications from qualified women and minority candidates.

BRAC JPGSPH regrets to inform you that it is not liable to reply to all the submitted applications.