

Manager Marketing And Communication

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Company: Institute For Advancing Careers and Talents

Location: Karachi

Category: sales-and-related

Manager Marketing And Communication Institute For Advancing Careers and Talents, Pakistan · Identify, cultivate and solicit philanthropic support by developing and maintaining relationships with corporate, institutional and individual donors and donor organizations. · Participate in the development of a strategic communications plan with value-driven messages that highlight the impact of donor investments and is consistent with the strategic goals, plans, and aspirations of the Institute. · Serves as a lead writer and originator of compelling content for proposals, newsletter, brochure, website and other communications utilized by the resource development department. · Investigate grant opportunities to support existing and new programs and services for iACT and also monitor grants activities at the iACT. · Provide substantive reports to donors regarding stewardship of their gifts, the impact of their investment and encourage continued support. · Assist with the design, implementation and management of a comprehensive development plan that will expand and enhance foundation and corporate relationships. · Supports the development and improvement of information systems regarding donor and prospect data management. · Represent iACT at local and regional fundraising conferences/ seminars and at corporate functions that may directly or indirectly benefit the fundraising program. · Formulate, determine, and effectuate fundraising strategies and donor policies and procedures. · Review and assess the market potential (public sector, private sector, international community and others) of the different training and consultation opportunities. · Develop strong customer relationships in order to generate high volume of prospective clients. · Manage client calls and appointments effectively for new opportunities. · Participate in industry forums, client

discussions, and conferences as a representative of the organization Perform other duties as assigned Job Specification A track record as a change agent with proven ability to develop and implement plans during growth and transition• Senior leadership experience in the areas of public, visual, and media relations; publications; advertising; website development; social media; enrolment marketing; and electronic communications• Demonstrate enthusiasm for working with and understanding the culture and messaging needs of populations seeking higher education. • Demonstrate an ability to work independently and within a group as needed. • Demonstrate a strong analytical, leadership and organizational skills, with the capacity to focus on details on managing complex projects. • Possess excellent writing skills and the ability to communicate succinctly and persuasively with the appropriate message and tone, specifically through social media. Experience in development of strategic communications and marketing plans for prioritization of the University's image • Experience at creating a collegial, team-building work style, with demonstrated ability to motivate staff and to cultivate productive, collaborative relationships with all constituent groups • Demonstrated successful experience making presentations • Experience developing and managing budgets • Excellent creative, analytical, and organizational skills

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