

JOB DESCRIPTION (Career Kickstarter)

Designation	Content Creation and Event Management Assistant
School/Department	School of Business
Number of Position	1-2
Duration of Role	12 months

KEY RESPONSIBILITIES

1. Support Content Creation, Video Production and Digital Distribution

- Assist in developing compelling content across multiple formats including written articles, social media posts, and multimedia materials that align with the School's communication goals. Support the crafting of narratives and storylines that effectively communicate key messages to target audiences. Assist in planning, filming, and editing video content for internal and external audiences, including promotional videos, educational content, and event highlights using tools such as CapCut, Adobe Premiere Pro, or similar platforms. Support publishing and managing content across digital platforms and compile basic analytics reports to inform future content strategies.

2. Support Event Planning and Management

- Assist in planning, coordinating, and executing school events such as open houses, information sessions, and promotional activities. Support logistical arrangements including venue setup, materials preparation, and coordination with vendors and stakeholders. Help create event-related content and materials to enhance attendee experience and engagement.

PREREQUISITES

- Qualification in suitable disciplines such as Communications, Media Production, Film, Digital Media, Marketing, Event Management or related fields.
- Passion for visual storytelling and creating engaging content for diverse audiences.
- Familiarity with video production tools (e.g., CapCut, Adobe Premiere Pro, Final Cut Pro) and content creation platforms (e.g., Canva, Adobe Express) is preferred.
- Experience with or knowledge of scriptwriting, storyboarding, or narrative development is an advantage. Creative mindset with a strong eye for visual aesthetics and audience engagement.
- Experience in event planning, coordination, or project management is preferred
- Strong written and verbal communication skills with the ability to collaborate across teams.
- Analytical thinking with attention to detail.
- Positive attitude and willingness to learn.
- Able to work independently with minimal supervision when required.