

**JOB DESCRIPTION**  
**(Career Kickstarter)**

Designation	Marketing & Publicity Executive
School/Department	School of Applied Science
Number of Positions	2
Duration of Role	6 - 12 months

**KEY RESPONSIBILITIES**

- Develop and execute marketing and publicity strategies to enhance the visibility of programmes, events, and initiatives across digital platforms.
- Create and manage engaging content (e.g. social media posts, short-form videos, visuals, captions, copywriting, campaign materials) aligned with institutional branding and target audience needs.
- Digitally design engaging images aligned with the target audience's needs.
- Support branding initiatives by ensuring consistency in visual identity, messaging, and storytelling across all communication channels.
- Plan, coordinate, support, and execute marketing campaigns and key events (e.g. hackathons, industry fairs, workshops), including on-ground publicity and stakeholder engagement.
- Capture and produce high-quality visual content through phone and camera photography/videography to support real-time and post-event publicity.
- Track, analyse, and report performance metrics, and optimise campaigns using data-driven insights and platform analytics tools.

**PREREQUISITES**

- Qualification in suitable disciplines, including Marketing, Communication Design, Digital Content Creation, Mass Communication, Mass Media, or Technical Sales & Marketing major
- Domain skills in branding, social media marketing, designing, content creation, publicity, event management, communication, and photography.
- Familiarity with media tools (e.g., Canva, CapCut, Adobe Photoshop, Meta Business Suite, Midjourney, TikTok analytics) is preferred.
- Proven track record or portfolio in photography or design work.
- Strong entrepreneurial and growth mindsets.
- Strong written and verbal communication skills.

## PREREQUISITES

- Effective presentation skills.
- Good interpersonal skills with the ability to collaborate across teams.
- Analytical thinking with attention to detail.
- Able to manage multiple priorities and meet deadlines.
- Positive attitude and willingness to learn.
- Able to work independently with minimal supervision when required.