



UNIVERSITY OF ASIA PACIFIC

ইউনিভার্সিটি অব এশিয়া প্যাসেফিক

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+880-2-58157096 Fax: +880-2-58157097 E-mail: uapadmin@uap-bd.edu

JOB OPPORTUNITY

Name of the Position	Assistant Director (PRD)
No. of Position	01
Job Location	Dhaka
Employment Type	Permanent
Department	Public Relations
Reporting To	Registrar
Job Purpose	The Assistant Director – Public Relations is responsible for supporting the university's strategic communication, media relations, branding, and public engagement efforts. This role involves enhancing the university's reputation, fostering relationships with key stakeholders, and ensuring effective internal and external communication.
Major Responsibilities	<p>Public Relations & Media Management:</p> <ul style="list-style-type: none">• Develop and execute public relations strategies to promote the university's image and achievements.• Establish and maintain relationships with media outlets, journalists, and industry professionals.• Draft and distribute press releases, media statements, and official university announcements.• Monitor media coverage and respond to public and media inquiries.• Manage crisis communication and reputation management strategies. <p>Marketing & Branding:</p> <ul style="list-style-type: none">• Assist in the development and implementation of branding and promotional strategies.• Oversee the creation of marketing materials, digital content, and promotional campaigns.• Ensure consistency in brand messaging across all university communication channels.• Conduct market research to assess public perception and identify areas for improvement. <p>Digital & Social Media Communication:</p> <ul style="list-style-type: none">• Manage university social media platforms and oversee content creation.• Develop strategies for digital engagement and online reputation management.• Monitor and analyze social media trends and audience engagement metrics.• Collaborate with the IT and design teams to enhance the university's online presence. <p>Event Management & Community Engagement:</p> <ul style="list-style-type: none">• Plan and coordinate university events, press conferences, and promotional activities.



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	<ul style="list-style-type: none">• Represent the university in external events, conferences, and industry forums.• Foster partnerships with government agencies, corporate organizations, and community stakeholders. <p>Internal Communication & Publications:</p> <ul style="list-style-type: none">• Develop internal communication strategies to enhance employee and student engagement.• Oversee the publication of newsletters, reports, and university magazines.• Collaborate with academic and administrative departments to align messaging with institutional goals. <p>Monitoring & Reporting:</p> <ul style="list-style-type: none">• Track and evaluate the effectiveness of PR and marketing campaigns.• Prepare reports and presentations for senior management on PR activities and media impact.• Ensure compliance with university policies and ethical communication standards.
Qualification & Experience	<p>Educational Qualification:</p> <ul style="list-style-type: none">• Master's degree in Mass Communication/Journalism/Public Relations/English/Marketing or MBA with a focus on Communication or Branding. <p>Experience:</p> <ul style="list-style-type: none">• Minimum 5 years of relevant experience in Public Relations/Media/Corporate Communication, preferably in an educational institution.• Proven experience in developing and executing public relations and branding strategies.• Experience in managing media relations, crisis communication, and reputation management.• Hands-on experience in digital marketing, social media management, and content creation.• Experience in event planning, stakeholder engagement, and community outreach. <p>Skills & Competencies:</p> <ul style="list-style-type: none">• Strong knowledge of public relations strategies, media engagement, and crisis communication.• Excellent writing, editing, and verbal communication skills.• Proficiency in digital marketing, content management systems, and social media platforms.• Strong networking and relationship-building abilities with internal and external stakeholders.• Ability to analyze market trends and assess PR campaign effectiveness.• Exceptional organizational, multitasking, and leadership skills.• Ability to work in a fast-paced environment with multiple priorities.
Salary & Allowances	As per University policy.



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Apply Instruction	<p>Interested candidates who meet the qualification and experience requirements are encouraged to apply for the position. To apply, please submit the following:</p> <ol style="list-style-type: none">1. Candidate Profile (using the UAP format)2. A detailed CV (using the UAP CV format)3. A recent passport-size photograph4. Copies of relevant educational certificates, mark sheets/transcripts, experience certificates5. NID (National ID card)6. Other relevant documents (if any) <p>Submit your complete application as a single PDF file to jobs@uap-bd.edu.</p> <p>Please ensure all information in your application is supported by the necessary documents.</p>
Deadline	<p>Applications must be received by Sunday 02 March 2025.</p> <p>Note: Incomplete applications or those submitted after the deadline will not be considered.</p>
<p>Only shortlisted candidates will be contacted for participating in the assessment process.</p> <p>For details about the position, requirements, and to download the UAP formats, please visit www.uap-bd.edu/vacancy.php.</p> <p>Note for Internal Candidates:</p> <ol style="list-style-type: none"><i>I. Applications must be submitted through proper channel.</i><i>II. Candidates who are currently in their probation period or whose current position is more than one step below the advertised position are not eligible to apply.</i> <p style="text-align: right;">Registrar</p>	