The Institute for Advancing Careers and Talents (iACT) is a not for profit technical education center offering innovative and futuristic career education to the youth. iACT aims to prepare the youth for better career prospects by providing opportunities for skills development, personal development and career development to ensure a smooth transition from education to a successful work life and career. The vision if iACT is “Inspiring and facilitating youth to nurture their potential for a healthy and productive life”.

iACT is a unique and first of its kind initiative, established in Saudabad, Malir by Habib University Foundation (H.U.F.) in collaboration with the City District Government of Karachi (CDGK). It offers technical skill development, personal development and career development opportunities for the youth. Trainings offered by the institute are an ideal combination of practical skills and theoretical knowledge to enable youth to develop a positive sense of self and enhance their skills for greater employability industrial and creative enterprise.

iACT is looking for a dynamic individual who wants to serve the social sector for the post of Marketing and Relationship Coordinator with following job specifications:

1. **Designing and Implementing Marketing Plans and Activities**
   - Developing an ongoing marketing plan for various programs of iACT with clearly defined objectives, strategies and timelines
   - Implementing the program and properly documenting the response and updating the database
   - Developing a comprehensive data base of potential marketing places, institutes and partner institutes.

2. **Coordinating for Developing and Updating Marketing Tools**
   - Clearly identifying the tools needed for the marketing as per specific purposes including but not limited to brochures, flyers, banners, advertisement, website, newsletters, CDs, presentations etc.
   - Developing a plan to design and get ready these tools by identifying the role of iACT’s marketing, academic and admin teams
   - Ensuring the timely development of the needed marketing tools
   - Developing an ongoing process of getting the website updated and other tools reviewed as per need

3. **Market Research**
   - Developing plans to undertake yearly market survey to understand the changing demands of various courses, job market trends, new competitors etc.
   - Undertaking the surveys
   - Analyzing the data and developing the reports
4. **Media Management**
   - In collaboration with the Centre Head, developing a plan to engage media for
     o Information dissemination about iACT
     o Promotion of iACT programs and activities
     o Raising awareness about various youth issues and engage larger audience to think about these issues and identify solutions to them
   - Collaborating with Habib University Foundation for publishing admission advertisements for various courses, publishing press releases related to various events, event coverage and their news etc.
   - Keeping the record of all media news and publications

5. **Event Organization**
   - Participating in organizing various iACT events and providing support in areas of
     o Designing and developing display material, banners, brochures etc.
     o Coordinating for media coverage
     o Developing guest lists and managing invitations
     o Handling registration desk
     o Any other as per need

6. **Resource Mobilization**
   Supporting the Centre Head and Resource Mobilization Officer in
   - Identifying the needs for resources mobilization
   - Identifying the relevant funding organizations
   - Communicating and coordinating with them for acquiring the needed support

The required qualification for the above mentioned post is MBA with majors in Marketing. **It is requested that only those students will apply to this post that are passionate to serve the social sector and don’t treat this opportunity as a stepping stone in their career path.**

All interested students should forward softcopy of their CVs (clearly mention CGPA and %age) to cdc@iba.edu.pk

**Please mention Resume for IACT in your subject line**

Career Development Centre
IBA, Main Campus, University Road, Karachi 75270
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Email: tjabeen@iba.edu.pk