

Terms of Reference (ToR)

Position Title: Manager – Marketing, Media and Communications

Institution: Model Institute of Technology (MIT), Kamaladi, Kathmandu

Job Type: Full-time

Required Number: 1

1. Position Overview

The Manager – Marketing, Media and Communications is a Strategic leadership role responsible for shaping and advancing the institution's marketing messages, events creation and management, media presence (print, electronic and digital) and communication ecosystem. The position ensures the effective delivery of consistent, engaging, and high-impact messaging across all forms of communications that enhance institutional visibility, strengthen stakeholder relationships, and support student recruitment and retention.

The role requires a balance of strategic planning, creative direction, and operational execution, ensuring that all digital communication initiatives align with the institution's mission, vision, and brand identity.

2. Required Qualifications

- Bachelor's degree in Marketing, Business Administration, Mass Communication, or a related field from a recognized institution.
- Additional certification or training in **Digital Marketing, Media Studies, Communication Strategy, or Branding** will be an added advantage.

3. Experience

- Minimum of **5 years of progressively responsible experience** in digital media, communications, or marketing roles.
- Proven track record of managing institutional or organizational digital platforms and communication campaigns.
- Experience working with digital tools such as **Google Analytics, Meta Business Suite**, or similar platforms.
- Demonstrated ability to lead projects, coordinate teams, and deliver measurable communication outcomes.

4. Key Roles and Responsibilities

4.1 Strategic Marketing Leadership & Digital Communication Planning

- Lead the development and execution of a comprehensive marketing plans and activities, media and communication strategy aligned with institutional priorities including budget planning and managing.

- Establish annual and campaign-based marketing, media & communication plans with clear objectives, timelines, and performance indicators.
- Ensure alignment between digital communication efforts and institutional branding, admissions, and outreach strategies.

4.2. Digital Platform Management & Audience Engagement

- Oversee and manage all official digital platforms, including but not limited to organization's website, social media channels and online communication interfaces.
- Ensure consistent, professional, and engaging communication across platforms.
- Strengthen audience engagement through interactive content, timely responses, and community management.
- Identify and leverage emerging platforms and trends to expand digital reach.
- Conduct periodic data analysis and amend the communication strategies and tactics as per the trends and context.

4.3. Content Leadership & Editorial Direction

- Provide creative and editorial leadership for all forms of content, ensuring quality, relevance, and consistency.
- Develop and supervise content calendars aligned with institutional priorities and campaigns.
- Guide the production of multimedia content including graphics, videos, blogs, and promotional materials.
- Ensure all content reflects institutional values, tone, and brand standards.

4.4. Performance Monitoring & Continuous Improvement

- Monitor key performance indicators related to digital reach, engagement, and campaign effectiveness.
- Generate periodic performance reports and strategic insights for management.
- Recommend and implement improvements to optimize digital communication outcomes.

4.5 Website & Digital Asset Oversight

- Oversee institutional website content, ensuring accuracy, relevance, and user-friendly design.
- Coordinate with IT and relevant departments for timely updates and enhancements.
- Ensure effective use of SEO practices to improve online visibility and accessibility.

4.6 Brand Stewardship & Compliance

- Act as the custodian of the institution's digital brand identity.

- Ensure adherence to branding guidelines across all communication outputs.
- Maintain compliance with copyright laws, data protection regulations, and institutional policies.
- Manage reputational risks and ensure responsible digital communication practices.

4.7. Stakeholder Coordination & Institutional Promotion

- Collaborate with academic departments, administrative units, and leadership to align communication efforts.
- Collaborate with the designated creative/brand/event management/advertising agency(ies) to develop marketing and communication collaterals – including but not limited to A/V advertisements, media releases, photography, videography, social media posts, event collaterals, etc.
- Support institutional campaigns, events, and initiatives through effective digital promotion.
- Enhance student engagement and institutional outreach through targeted communication strategies.

5. Working Base

- **50% Office-based responsibilities**
- **50% External engagement**, including media partnership, event management and participation, field activities, and live digital reporting

6. Skills and Competencies

- Strong leadership, decision-making, and strategic planning abilities
- Advanced knowledge of digital media platforms and communication practices
- Excellent content development and storytelling skills
- Strong organizational and project management capabilities
- High level of creativity, innovation, and attention to detail
- Excellent interpersonal, communication, and stakeholder management skills
- Ability to work under pressure and manage multiple priorities effectively

7. Additional Responsibilities

- Undertake any other duties within the scope of marketing, media and communications as assigned by management.
- Continuously explore innovative tools, platforms, and strategies to enhance digital communication effectiveness.
- Contribute to institutional initiatives that strengthen visibility, reputation, and engagement.

8. Reporting Line

Reports to: **Business Development/CEO**