



**OFFICE OF THE REGISTRAR**

**JOB DESCRIPTION & PERSON SPECIFICATION FOR LIAISON OFFICER – NEWSPAPER AND MEDIA RELATIONS**

**1. JOB INFORMATION**

Post Title: **LIAISON OFFICER – NEWSPAPER AND MEDIA RELATIONS**  
Mode: **Full Time**  
Ref No: **WUB/HR/LO\_NMR/G\_3/2025(001)**

**2. JOB DESCRIPTION**

**Job Summary:**

The Liaison Officer for Newspapers and Media Relations is responsible for building and maintaining strong relationships between the university and print/electronic media outlets. The role involves ensuring proper media coverage of university events, managing press communications, and promoting the university's image and achievements through strategic media engagement.

**Key Responsibilities:**

Act as the primary point of contact between the university and newspapers, journalists, and media houses.

Prepare and distribute press releases, media invitations, and news bulletins regarding university events, achievements, and announcements.

Ensure timely and accurate publication of university news, features, and advertisements in local and national newspapers.

Organize press briefings, media visits, and coverage for academic events, seminars, conferences, and cultural programs.

Maintain a media contact database and foster good working relationships with reporters and editors.

Monitor media coverage and compile press clippings for record-keeping and reporting.

Coordinate with departments and administration to collect accurate and updated information for publication.

Handle media queries and ensure all communications are aligned with university policies.

Work closely with the marketing/design team to ensure quality of print ads, articles, and promotional materials.

Support crisis communication efforts when needed, ensuring correct messaging is delivered through the media.

Strong networking and interpersonal communication skills.

Excellent writing and editing skills in both English and Bangla.

Knowledge of the Bangladeshi media landscape and press protocols.

Ability to work under pressure and meet strict deadlines.

Familiarity with desktop publishing tools, media tracking software, and social media is a plus.

Excellent performance over MS Office, Internet and email correspondences.

Proactive to prior work and multitasking ability.

Self-motivated, well behaved and humble.

**AND** such other duties as are within the scope of the spirit of the job purpose, the title of the post and its grading.

**Supervision Given**

Other Administrators as appropriate.

**PERSON SPECIFICATION FOR LIAISON OFFICER – NEWSPAPER AND MEDIA RELATIONS**

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Education / Qualifications</b>	Master or Bachelor degree in Mass Communication, Journalism, Public Relations, or a related field.	Preferable Knowledge of any other foreign language.
<b>Work Experience</b>	At least 2 years of experience in media relations, public relations, or journalism.	Up to date knowledge of any western Higher Education System.
<b>Job Related Skills and Capabilities</b>	Commitment to delivering high quality services. Good organizational and management skills. Suitable level of proficiency in ICT and understanding of its application.	Evidence of successful external network.
<b>Interpersonal Skills</b>	Effective oral and written communication skills in both individual and group situations. Ability to lead and work as a member of a team of group. Ability to relate to students with diverse backgrounds, ages and experience.	Experience of mentoring or supporting more junior or less experienced colleagues.
<b>Cooperativeness</b>	Will the officer go out of his/her way to cooperate with others to achieve set goals?	Ability to make good understanding.
<b>Other Requirements</b>	Willingness to travel abroad to undertake administrative and related activities related to the role.	N/A

**Instructions**

For further information, please send your enquiries to the Mr. Md. Abdul Jalil at [aj.masud@wub.edu.bd](mailto:aj.masud@wub.edu.bd). An online application forms must be filled in <http://jobs.wub.edu.bd>.