



OFFICE OF THE REGISTRAR

JOB DESCRIPTION & PERSON SPECIFICATION FOR CONTENT CREATOR

1. JOB INFORMATION

Post Title: **CONTENT CREATOR (PART TIME)**

Mode: **24 Hours/ Week**

Ref No: **WUB/HR/CC_PT/2025(002)**

2. JOB DESCRIPTION

Job Summary:

The Content Creator is responsible for developing engaging, informative, and creative content to promote the university's brand, academic programs, events, and achievements across digital and print platforms. The role requires strong writing, design, and multimedia skills to support marketing, public relations, and student engagement initiatives.

Key Responsibilities:

Create high-quality content for social media, university website, newsletters, brochures, blogs, press releases, and promotional materials.

Write compelling copy for academic program descriptions, faculty highlights, student success stories, event announcements, and news updates.

Produce and edit photos and videos for digital campaigns and university events.

Collaborate with departments, faculty, and students to collect stories and information.

Manage content calendars and ensure timely publication of all content.

Assist in maintaining and updating the university website and social media pages.

Monitor online engagement and adjust content strategies based on analytics and feedback.

Ensure all content is aligned with the university's branding and communication standards.

Support coverage of campus events through real-time posting and media creation.

Coordinate with the graphic design and IT teams for layout, visuals, and publishing

Excellent writing, editing, and proofreading skills in English and Bangla.

Proficiency in tools such as Adobe Creative Suite, Canva, MS Office, and video editing software.

Experience in managing social media platforms (Facebook, Instagram, LinkedIn, YouTube).

Creative mindset, attention to detail, and ability to meet deadlines.

Knowledge of SEO, digital trends, and analytics tools (Google Analytics, Meta Insights) is a plus.

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

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 CONTENT CREATOR

ATTRIBUTES	ESSENTIAL	DESIRABLE
Education / Qualifications	Bachelor degree in Mass Communication, Media Studies, Journalism, Marketing, English, or related field.	Preferable Knowledge of any other foreign language.
Work Experience	1–3 years of experience in content creation, digital media, or communications (preferably in education or non-profit sectors).	Up to date knowledge of any western Higher Education System.
Job Related Skills and Capabilities	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.
Interpersonal Skills	Effective oral and written communication skills in both individual and group situations. Ability to lead and work as a member of a team or group. Ability to relate to students with diverse backgrounds, ages and experience.	Experience of mentoring or supporting more junior or less experienced colleagues.
Cooperativeness	Will the officer go out of his/her way to cooperate with others to achieve set goals?	Ability to make good understanding.
Other Requirements	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. An online application forms must be filled in <http://jobs.wub.edu.bd>.