The mission of Sukkur IBA is to contribute and serve community by imparting knowledge through innovative teaching and applied research at the global levels of excellence. We aim to establish and sustain a competitive meritous environment by strengthening faculty and using state of the art technology to produce graduates with analytical & creative thinking, leadership skills and entrepreneurial spirit, who possess global outlook and are conscious of ethical values.

Public Relations Officer (BPS-17/18)

Qualification:
1st class Masters/Bachlors (4 years) degree in Mass Communication/Journalism/Media Science or MBA in Media Management from an HEC recognized University/Institute

Experience:
Minimum 2 to 3 years post qualification experience in relevant field preferably in an educational/Service providing organization

Skills Required:
- Dynamic, energetic, self motivated, task driven and result oriented personality
- Excellent oral and written communication skills in English, Urdu and Sindhi
- Expertise in journalistic writings e.g. Press Release, Press Notes and Press Handouts etc
- Having vast relations with media, corporations and general public
- Good analytical skills
- Proficiency in computer

Duties and Responsibilities
- Monitor public opinion about institute and advise management on policy issues and communication strategies
- Managing Press and media activities during various events at the Institute
- Maintain sound relationships of the Institute/Liaise with print and electronic media as well as general public
- Answer the questions of public and media and give institute’s point of view in case of any issue requiring so
- Plan public relations programmes including preparing cost budgets write, edit and arrange production of print materials such as newsletters, house magazines, pamphlets and brochures etc.
- Evaluate communication activities and recommend future actions
- Managing the PR aspect of a potential crisis situation

Marketing Assistant (BPS-16/17)

Qualification:
1st Class Masters/Bachelors degree (16 years education) from an HEC recognized University/Institute

Experience:
Minimum 1 to 2 years relevant experience

Skills Required:
- Command over MS Office
- Knowledge of Office filling, drafting and general correspondence
- Preferably literate in Graphic Designing work

Brief Statement of Duties/Responsibilities
- Liaising and visiting the vendors for getting promotional material designed, printed and distributed
- Maintaining proper record of promotional material, standees, gift items and shields etc.
- Contacting vendors, getting quotations and bringing marketing material from vendor to the Institute
- Processing bills, maintaining record, tagging and filing the record
- Assisting Marketing Manager in developing and executing annual Marketing Plan

How to Apply:
Please send your application on prescribed format, one recent colour photograph, complete CV and relevant documents latest by May 06, 2013 along with a Bank Draft/Pay Order for Rs. 500/- in favour of “Sukkur IBA” on the following address.

Application form may be downloaded from:

REGISTRAR
SUKKUR INSTITUTE OF BUSINESS ADMINISTRATION
Airport Road, Sukkur. Ph : 071-5630272-5806080 UAN: 071 (111-785-422) Ext: 188, Fax: 071-5804425

www.iba-suk.edu.pk