



Job position: Academic assistant

Job description: Content Writer

Location: The Case Hub, Suliman S. Olayan School of Business at AUB

Type: Full-Time

Start date: Immediate

About The Case Hub:

The Case Hub at the Suliman S. Olayan School of Business brings together academic and practical knowledge about the case method. It enables action-oriented learning in all areas of management education and the promotion of the case method teaching approach in the MENA region. Through its annual regional case conference, its annual case writing competition, and its workshops, it allows for case-writing capacity building and creates a community of case writers. The Case Hub links academia to the business world, enabling the development of case studies about innovative startups and established businesses in the region.

Position Overview:

The Case Hub seeks a dedicated and talented **Content Writer** to join its dynamic team. The ideal candidate will have a passion for writing in English and a background in Sociology, English, Literature, History, or any other related field with an understanding of business operations. This role is crucial in helping us communicate our mission, engage our audience, and contribute to the growth of our activities.

Key Responsibilities:

- Develop and write engaging, well-researched content for various platforms, including the website, reports, articles, training material, and social media.
- Work closely with the marketing team, event coordinator, case authors, and other stakeholders to develop content that aligns with The Case Hub's goals and objectives.
- Collaborate and brainstorm with the team for new strategies and ideas.
- Ensure consistency in writing style and tone.





- Edit and proofread content produced by other team members.
- Benchmark and conduct thorough research on relevant topics to ensure content is accurate, well-informed, and up-to-date.
- Support case writers during the preliminary feedback phase by providing constructive feedback on drafts, helping them refine their case studies, and offering guidance on improving clarity, structure, and engagement.

Required Skills:

- Bachelor's degree in Sociology, English, Literature, History, or any other related field with a minimum of 3 years' work experience involving extensive writing.
- Strong writing and editing skills in English; Arabic is a plus.
- Creative thinker with the ability to generate fresh ideas.
- Professional, with high attention to detail.
- Dependable and organized, able to follow up on tasks till completion.
- Good command of Word, Excel, PowerPoint, and Project; Canva or another graphic design software is a plus.
- Strong analytical skills: quantitative, qualitative, benchmarking.
- Eagerness to learn, adapt, and take on new challenges in a fast-paced environment.

Application Process:

Interested candidates are invited to submit to thecasehub@aub.edu.lb:

- A cover letter highlighting their interest and their qualifications
- A one-page resume
- Three writing samples (a social media post, a reflection, and a report)

Please include "Content Writer Application - The Case Hub" in the subject line.

Apply by October 8, 2024

