

## Senior Associate, Strategic Communication

**Reporting to:** Head of Strategic Communication

**Location:** Islamabad

**Recruitment Type:** Full-time

**Teach For Pakistan (TFP)** is a national non-profit organization committed to creating a powerful social movement for equity and excellence in education. We enable Pakistan's best young talent to teach for two years in underserved communities and drive systemic change in education throughout their lives. Teach For Pakistan envisions the day when every child in Pakistan will participate in an education that nurtures them to become loving, thinking and engaged citizens.

**Position Overview:** Teach For Pakistan is actively seeking a dynamic and highly motivated individual to join our Strategic Communication team. This role is pivotal in amplifying the organization's visibility, refining its storytelling capabilities, and bolstering outreach initiatives. The ideal candidate should possess a creative mindset, exceptional communication skills, and an unwavering passion for advancing educational equity and social impact.

### **Primary Responsibilities:**

- **Social Media Management:** Take charge of managing Teach For Pakistan's social media presence. This includes collecting and creating engaging content, maintaining social media calendars, scheduling posts, responding to inquiries, and monitoring performance metrics.
- **Content Creation:** Develop compelling written and visual content across multiple platforms, including but not limited to social media, the official website, newsletters, and decks. This content should effectively communicate Teach For Pakistan's mission and impact.
- **Leading Campaigns:** Plan and execute marketing campaigns to support recruitment targets to attract potential applicants to the Teach For Pakistan Fellowship program. Similarly, design and implement fundraising campaigns to secure financial support for the organization's initiatives.
- **Website Management:** Optimize the potential of TFP's website for expanding the development discourse by ensuring it remains vibrant and current with the latest news, impact stories, and pertinent information to underline transparency.
- **Media Relations:** Establish and nurture relationships with media outlets, journalists, and influential figures to bolster Teach For Pakistan's image.
- **Program Support:** Provide crucial support to the program in the planning and execution of events, webinars, etc. This includes creating promotional materials, decks, and other outreach materials to position virtual and in-person events.

**The Ideal Candidate** will have the the following qualifications and experience:

- At least a Bachelor's degree, Master's preferred, in communications, marketing, media, design or a related field.
- 2-4 years of relevant professional experience.
- Excellent knowledge of social media platforms, trends, and best practices.
- Exceptional written and verbal communication skills in Urdu and English.
- Advanced-level proficiency in design and video editing tools
- Strong storytelling capabilities and a knack for creative content creation.
- Ability to analyze data and draw actionable insights.
- Demonstrated capacity to work both independently and collaboratively within a team.

**Salary and benefits** will be competitive and commensurate with the candidate's skills, qualifications and experience.

**How to apply:** Submit your applications by filling out the following form:

<https://forms.gle/fwVFBaZ29GrXigtu7>

We strongly encourage you to learn more about us at [www.iteachforpakistan.org](http://www.iteachforpakistan.org) and our social media pages before applying.

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