

Career Opportunity **Social Media Lead, Strategic Communication**

Reporting: Manager, Strategic Communication

Location: Islamabad, Pakistan

Recruitment Type: Full-time

The Organization: Teach For Pakistan 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. To that end, we are aiming to grow our movement aggressively over the coming years and are looking for team members who will work passionately and rigorously to achieve this goal.

Position Overview: Teach For Pakistan is actively seeking a dynamic and highly motivated individual to join our Strategic Communication team as a Social Media lead. They will play a key role in expanding the organization's online presence engaging with stakeholders for effective, two-way communication. The ideal candidate will have a creative flair, strong communication skills, and a deep commitment to educational equity and social change.

Key Responsibilities:

- **Social Media Management:** Take charge of managing Teach For Pakistan's social media presence. This includes maintaining social media calendars, collecting and generating content, scheduling posts, responding to inquiries, and monitoring performance metrics.
- **Content Collection Mechanism & Creation:** Create a content generation mechanism embedded in Teach For Pakistan operations to derive high-quality written and visual content for social media channels, including Facebook, Twitter, Instagram, LinkedIn, and YouTube. This includes writing excellent copy, designing visuals, and producing multimedia content such as videos and infographics.
- **Analytics and Reporting:** Monitor, analyze, and report on key social media metrics and performance indicators, especially online advertisement. Use data-driven insights to evaluate the effectiveness of social media activities, identify opportunities for improvement, and inform future strategies and decisions.
- **Social Media Advertising:** Plan, execute, and optimize paid social media advertising campaigns to increase brand awareness, drive engagement, and achieve organizational goals.
- **Cross-functional Collaboration:** Collaborate with other departments, such as Program and Development and Partnerships teams, to ensure alignment of social media efforts with broader organizational objectives.
- **Stay Updated:** Stay informed about emerging trends and best practices in social media marketing. Continuously seek opportunities to enhance skills, experiment with new tools and features, and drive innovation in our social media outreach.

The Ideal Candidate will have the following qualifications and experience:

- Bachelor's degree in communications, marketing, media studies, or a related field.
- 2-4 years of relevant professional experience in social media management, digital marketing, or content creation.
- Excellent knowledge of social media platforms, trends, and best practices.
- Excellent writing, editing, and storytelling skills, with attention to detail.
- Proficiency in design and video editing tools or willingness to learn
- Excellent relationship-building skills
- Ability to work independently and collaboratively in a fast-paced environment.
- Fluent in Urdu and English.

To Apply Submit your application by filling out the [Application Form here](#).

Application Deadline: May 17th, 2024
