

Career Opportunity Senior Associate, Marketing

Reporting: Manager, Strategic Communication

Location: Islamabad or Karachi

Recruitment Type: Full-time

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. We envision a day when all Pakistani children 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 as Senior Associate, Marketing. They will play a key role in expanding the organization's digital presence and 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:

- 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.
- 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, X, Instagram, LinkedIn, and YouTube. This includes writing excellent copy, designing visuals, and producing multimedia content such as videos and infographics.
- 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.
- Plan, execute, and optimize paid social media advertising campaigns to increase brand awareness, drive engagement, and achieve organizational goals.
- Collaborate across teams, to ensure alignment of social media efforts with broader organizational objectives.
- Establishing and maintaining social media collaborations, i.e., influencer engagement, donor/partner outreach coordination, etc.
- Stay ahead of social media trends, tools, and best practices. Continuously seek opportunities to innovate and drive Teach For Pakistan's social media outreach forward.

The Ideal Candidate will have the following qualifications and experience:

- Bachelor's degree in communications, design, marketing, media studies, or a related field.
- 3-4 years of relevant professional experience in social media management, digital marketing, and 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 and a drive to keep these skills on the cutting edge.
- Strong interpersonal and relationship-building skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Fluent in Urdu and English, written and spoken.

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

Application Deadline: November 15th, 2024
