

Career Opportunity **Head of Marketing**

Reporting to: Chief Executive Officer (CEO)
Location: Islamabad or Karachi
Employment Type: Full-time

About Teach For Pakistan

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 the day when every child in Pakistan will participate in an education that nurtures them to become loving, thinking, and engaged citizens.

Position Overview

The **Head of Marketing** will lead Teach For Pakistan's efforts to amplify its brand, cultivate relationships with key stakeholders, and ensure consistent and impactful communication. The role requires a strategic leader who can align marketing efforts with organizational goals, build relationships with media and stakeholders, and execute high-impact campaigns. The ideal candidate will possess exceptional creativity, communication skills, and the ability to enhance Teach For Pakistan's outreach through innovative strategies and thoughtful engagement.

Key Responsibilities

1. Strategic Marketing and Communication

- Develop and implement a comprehensive marketing strategy aligned with Teach For Pakistan's mission, goals, and values.
- Create cohesive and compelling narratives that elevate Teach For Pakistan's brand identity across all platforms and audiences.
- Lead strategic initiatives to position Teach For Pakistan as a thought leader in education reform, ensuring consistent messaging and brand alignment across all channels.
- Oversee the creation and execution of innovative marketing campaigns for recruitment, fundraising, and engagement.

2. Media Relations and Publicity

- Cultivate strong relationships with mass media, including journalists, editors, bloggers, and influencers, to secure positive coverage for Teach For Pakistan.
- Plan and execute publicity strategies and campaigns to enhance the organization's visibility.
- Write and produce high-quality press releases, articles, and presentations, ensuring consistency in messaging.
- Represent Teach For Pakistan at different public forums to effectively communicate its mission and impact.

3. Event Management and Public Engagement

- Plan and organize events aimed at building, enhancing, and supporting Teach For Pakistan, such as conferences, fundraisers, and community outreach programs.
- Develop innovative approaches to engage stakeholders at events, ensuring alignment with organizational priorities and goals.
- Collaborate with cross-functional teams to design events that showcase Teach For Pakistan's achievements and impact.

4. Digital Presence and Content Creation

- Oversee the management of Teach For Pakistan's social media platforms, ensuring high-quality content, regular engagement, and alignment with trends and audience interests.
- Lead content creation, including blogs, videos, infographics, and social media posts, to engage and inspire stakeholders.
- Analyze digital metrics to measure the impact of campaigns and refine strategies based on insights.

5. Stakeholder and Internal Collaboration

- Build strong relationships with specific stakeholders, including donors, alumni, program partners, and beneficiaries, ensuring their stories and perspectives are reflected in Teach For Pakistan's communication.
- Act as the primary liaison for the organization's communication needs, working closely with program and leadership teams to align marketing initiatives with operational goals.
- Collaborate with the Executive Office to prepare speeches, talking points, and presentations for high-level meetings and events.

Ideal Candidate Profile

Qualifications and Experience

- Bachelor's degree in Marketing, Communications, Media Studies, or related fields; Master's degree preferred.
- 6-8 years of experience in strategic marketing, media relations, or public relations, with a proven track record of leading successful campaigns and initiatives.
- Demonstrated ability to build and maintain relationships with media professionals, stakeholders, and influencers.
- Experience in organizing high-profile events and managing public engagement initiatives.
- Strong understanding of digital marketing trends, tools, and analytics.

Skills and Attributes

- Ability to develop and execute long-term marketing strategies that enhance Teach For Pakistan's engagement.
- Expertise in media relations, including crafting compelling press releases, managing interviews, and securing coverage.
- Strong communication and presentation skills, with the ability to represent Teach For Pakistan at public forums confidently.
- A creative mindset to design and implement impactful campaigns and events.
- Proficiency in analyzing data to refine marketing strategies and measure success.
- A team player with the ability to work across functions and build relationships with diverse stakeholders.

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

How to apply: Submit your application by filling out the form by **January 03, 2025**. Since we will be hiring on an ongoing basis, the applications sent in earlier will have a higher chance of selection.

Application Form Link: <https://forms.gle/iWWgcq9meFNstGRJ9>

We strongly encourage you to learn more about us at www.iteachforpakistan.org and our social media pages before applying.