

Career Opportunity **Social Media Specialist**

Reporting to: Head of Marketing

Location: Islamabad or Karachi

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.

Teach For Pakistan envisions the day every child in Pakistan will participate in an education that nurtures them to become loving, thinking, and engaged citizens. To that end, we aim 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 seeking a dynamic and creative Social Media Specialist to manage and enhance our online presence. This role is ideal for a skilled social media professional passionate about leveraging digital platforms to drive engagement, amplify our mission, and expand our outreach. The Social Media Specialist will oversee all aspects of our social media strategy, including content creation, advertising, analytics, and community engagement, ensuring that our online presence aligns with our organizational goals.

Primary Responsibilities of this position include

1. Social Media Management

- a. Manage day-to-day operations across all social media platforms (e.g., Facebook, Teach For Pakistan Website, Twitter, Instagram, LinkedIn, YouTube, etc.)
- b. Execute the social media strategy, focusing on increasing engagement, building brand awareness, and fostering online community growth.
- c. Monitor trends and implement best practices to keep our channels current and impactful.

2. Content Creation

- a. Create, and curate high-quality, engaging content (images, videos, reels, graphics, written posts) tailored to each platform.
- b. Develop and maintain a content calendar aligned with organizational goals, campaigns, and events.

3. Advertising & Outreach

- a. Experience in paid media campaigns (e.g., Facebook Ads Manager, Google Ads, Instagram & LinkedIn ads)
- b. Conduct targeted outreach to amplify the organization's voice and engage key stakeholders.

4. Community Management

- a. Foster engagement by responding to comments, messages, and queries promptly.
- b. Maintain relationships with online communities, influencers, and partner organizations.

5. Analytics & Reporting

- a. Monitor and analyze social media performance metrics using tools like Google Analytics, Meta Business Suite, and Hootsuite to inform data-driven decision-making.
- b. Prepare regular reports detailing progress, trends, and areas for improvement.

The Ideal Candidate is a compelling storyteller and a data-driven innovator. They have an intuitive grasp of platform algorithms and audience dynamics, transforming trends into tools for meaningful engagement. With a keen eye for detail and a flair for creativity, they craft content that inspires audiences and delivers measurable impact, seamlessly blending analytics with imagination to drive the organization's mission forward.

- Bachelor's degree in Marketing, Communications, Media Studies, or a related field.
- 2-4 years of professional experience in social media management or a similar role.
- Proven track record of successfully managing social media platforms and ad campaigns.
- Proficiency in graphic design tools (e.g., Canva, Adobe Suite) and video editing software is a plus.
- Strong copywriting and storytelling skills with an ability to create compelling content.
- Excellent organizational, time-management, and multitasking skills.
- Passion for education and alignment with Teach For Pakistan's mission.

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.

Form Link: <https://forms.gle/98EtqBNZgwWQmm6e6>

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