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**Career Opportunity**  
**Senior Associate | Impact Communication & Storytelling**

**Reporting to:** Head of Strategic Communication

**Location:** Islamabad - Karachi

**Type:** Full-Time | On-Site

**Position:** 1

**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. As we grow our movement, we're seeking creative, driven changemakers who share our value-system and can build narratives that inspire real action.

**The Role**

We are looking for a creative storyteller and designer to bring our mission to life across digital platforms and visual communications. This hands-on role combines digital storytelling, visual design, and platform management into one cohesive function. You will translate the experiences of Fellows, students, alumni, and communities into narratives that engage, inspire, and mobilize audiences while ensuring all outputs reflect our brand identity and values.

You will execute campaigns end-to-end and collaborate closely with leadership to co-create strategies that maximize impact. This is a role for someone who thrives in a fast-paced environment and wants to shape how our movement is seen and experienced.

## **Key Responsibilities**

### **1. Digital Storytelling & Content Creation**

- Collaborate with the Head of Strategic Communication to conceptualize, script, and produce digital stories (videos, reels, animations, graphics, and written posts) that highlight Fellows, students, alumni, and organizational impact.
- Capture high-quality footage and conduct interviews, including occasional travel to field sites.
- Edit videos and produce motion graphics or basic animations to enhance storytelling.
- Develop and manage a content calendar aligned with campaigns, recruitment cycles, fundraising priorities, and organizational milestones.

### **2. Visual Identity & Design**

- Develop creative visuals for campaigns and events.
- Design high-quality assets across digital and print mediums, including:
  - Social media posts, carousels, stories, and ads
  - Reports, brochures, newsletters, and presentations
  - Event collateral, banners, merchandise, and fundraising materials
- Prepare production-ready files and coordinate with vendors when required.

### **3. Digital Platform & Community Management**

- Lead day-to-day execution of Teach For Pakistan's digital presence across Instagram, Facebook, X, TikTok, LinkedIn, YouTube, and other relevant platforms.
- Adapt content to suit platform algorithms, audience behaviors, and emerging trends.
- Cultivate meaningful engagement by responding to comments and messages.
- Support partnerships with influencers, alumni, and aligned organizations to grow reach and community engagement.
- Provide monthly performance reports on reach, engagement, growth, and campaign effectiveness.
- Track and analyze content performance across platforms.

### **4. Website Support**

- Collaborate with web developers and internal teams to enhance website visuals, layouts, and user experience.
  - Ensure all digital assets are optimized and aligned with the organization's storytelling goals.
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**The Ideal Candidate** will be:

- A creative, hands-on storyteller and designer passionate about social impact and educational equity.
- Skilled in visual design, multimedia content creation, and digital storytelling across platforms.
- Comfortable leading execution end-to-end while contributing ideas to narrative and campaign strategy.
- Structured, organized, and able to manage multiple priorities in a fast-paced environment.
- Detail-oriented with a high standard for quality across all outputs.
- Inspired by the opportunity to translate complex programs and experiences into engaging, human-centered narratives.

**Qualifications & Experience**

- Bachelor's degree in Media Studies, Communication, Marketing, Design, or a related field.
- 2-3 years of relevant professional experience in digital communications, content creation, or visual design.
- Strong video editing and visual storytelling skills.
- Advanced proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects); familiarity with tools like Canva, CapCut, or similar platforms.
- Demonstrated experience designing for both digital and print formats.
- Strong copywriting skills with a clear sense of narrative structure.
- Familiarity with UI/UX principles is a plus.
- Excellent project management and time management skills.
- Passion for education equity and belief in the power of storytelling to drive systemic change.

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

**How to apply:** Fill out the form through the [link](#). Since we will be hiring on an ongoing basis, the applications sent in earlier will have a higher chance of selection.

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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