

## Career Opportunity

### Associate Content Generation & Design, Strategic Communication

**Reporting to:** Head of Strategic Communication

**Location:** Islamabad

**Role- Type:** Full-Time

**Teach For Pakistan (TFP)** 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.

#### **The Role**

The Strategic Communication team plays a pivotal role in achieving the mission and objectives of Teach For Pakistan. It is responsible for maintaining and expanding TFP's outreach channels, strategizing and running marketing campaigns for recruitment and fundraising, garnering support for our mission among the public, and maintaining and expanding relations with the media.

The Associate, Strategic Communication will be responsible for external communications of the program and will work closely with the team to generate content for outreach and maintain outreach platforms. We are looking for a self-starter who thrives in a high stake, target-oriented role and is able to support fast-paced teams.

#### **Primary Responsibilities:**

- Contribute to building a proactive narrative and brand that communicates Teach For Pakistan's core purpose, values, and vision.
- Engage and connect with Fellows, Alumni, and broader stakeholders to gather and curate content from Teach For Pakistan's work to enhance visibility of the impact created by the TFP movement (storytelling, photography, and videography)
- Design and generate content for the TFP website, social media, blog, newsletter etc.
- Create and develop collateral for the TFP program, projects, and special initiatives
- Website and outreach platforms management (Facebook, Twitter, Instagram, LinkedIn, MailChimp etc.)
- Efficiently track insights from social media and website to inform strategy

**The Ideal candidate** will have following skills, qualifications & mindsets

- Bachelor's degree in the areas of relevant social sciences, marketing, media, design, and/ or communication
- Superb content generation and design capabilities in all mediums, particularly the social media
- Minimum 2 years of professional experience in a communications role
- Excellent written and verbal communication skills in Urdu and English
- Mastery of Adobe Photoshop, Illustrator, After Effects, Premier Pro, and familiarity with online tools like Canva.
- Strong interpersonal skills to build relationships with internal and external stakeholders
- Good photography and videography skills
- Strong organizational skills, attention to detail, and ability to manage multiple projects at the same time
- Social and political awareness to understand and unpack complex issues for the social media outreach
- Willingness to travel

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

**To Apply** please send us your resume and cover letter **at [info@iteachforpakistan.org](mailto:info@iteachforpakistan.org)** by **14<sup>th</sup> November, 2022**

A few important notes to keep in mind for submitting your application, without which it will not be considered:

- Please mention the job title in your email subject.
- A generic cover letter will disqualify you from consideration. Your cover letter must address the following questions:
  - o Why are you interested in working with Teach For Pakistan?
  - o What specific skills, experiences, and mindsets make you a good fit for the role and the organization?
  - o What challenges would you face in the role and how would you overcome them?

We strongly encourage you to learn more about us at [www.iteachforpakistan.org](http://www.iteachforpakistan.org), and our social media pages before applying.

*Shortlisted candidates will take a real-time design and writing test and successful finalists will have in-person interviews for selection.*