



Job Profile

Title	Associate – Digital Media
Nature of Vacancy	Full-time
Reporting to	Manager – External Engagement
Positions reporting to you	-
Organizational Area	Operations
Location (city)	Karachi
Travel within Pakistan may be required periodically	

Job Summary:

NOWPDP, is a non-governmental organization which works to promote an inclusive society through holistic and sustainable endeavors in the areas of education and economic empowerment.

The incumbent will be required to overlook NOWPDP's social media presence and assist the team in all matters related to internal and external communications of NOWPDP. The incumbent will also be required to assist with other aspects of the department/organization, if and when required.

Job Responsibilities:

Social Media:

- Manage the social media pages of NOWPDP
- Run digital campaigns for enhancing the organizational visibility and crowd funding of programs
- Record and edit programmatic videos and beneficiary testimonials
- Develop meaningful online/offline partnership and improve NOWPDP's Google ranking

Crowd Funding:

- Assist with creating and managing crowd funding campaigns targeted toward general public through targeted activities as well as crowd funding platforms.
- Assist with ensuring crowd funding campaign goals are reached
- Collaborate with NOWPDP staff to develop content and material for crowd funding campaigns

Communications

- Assisting with implementation of NOWPDP's communications strategy to publicise activities on the NOWPDP website, mainstream media, and social media
- Assisting with creation of newsletters and annual reports to be sent to different stakeholders
- Collaborating with NOWPDP staff to develop content for newsletters, annual reports, and other publications
- Assist with content development for NOWPDP's blog

 www.nowpdp.org  NOWPDP  NOWPDP  info@nowpdp.org

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Approved under clause (c) of sub section (36) of section 2 of the Income Tax Ordinance, 2001

NOWPDP is certified by the Pakistan Centre for Philanthropy (PCP),
and is also a member of the Provincial Council for Rehabilitation of Disabled Persons (PCRDP), Government of Sindh.
NOWPDP is also accredited for the Conference of State Parties to the UN Convention of Rights of Persons with Disabilities (CRPD).

Perform all other duties that fall under the scope and responsibility of an Associate.

NOTE: Job Responsibilities may change on the discretion of the director/direct supervisor, in which case this job description will be revised.

Required Skills and Qualifications:

Qualification and Experience:

- Bachelor's degree with a major in Social Sciences/ or Marketing (preferred).
- 1-2 years of work in social development sector (preferred)
- Knowledge of disability issues (preferred)
- Experience in branding and communications
- Experience of managing social media pages and running online campaigns
- Knowledge of search engine optimization and search engine marketing (candidates who have successfully implemented it will be preferred)
- Intermediate video editing skills

Skills:

- Excellent communication, writing and interpersonal skills.
- Ability to work effectively in a team
- Proficiency in MS Office
- Ability to multitask and work under stress to meet deadlines.
- Fluency in Urdu and English.
- Strong research and analytical skills

NOWPDP is an equal opportunity employer and encourages people with all disabilities, women and members of minority groups to apply for the position. The final candidate will be selected on a merit basis.

Drop your CVs on jobs@nowpdp.org with job title in subject line.