

TERMS OF REFERENCE
Digital Media Officer
Vaccancy Code: DMO-ICT-005

Location: Islamabad

1. Organisational Context

Group Development Pakistan (GDP) is a Pakistani non-profit organization registered under Society's Act 1860. GDP believes in a democratic and humanistic society in which the most important stakeholders-children-are acknowledged, respected, and protected from violence, abuse, and discrimination. GDP follows a holistic, child-focused, eco-friendly, and human rights-based approach.

2. Role Summary

The Digital Media Officer will be responsible for updating and planning the social media calendar. He/she will be responsible for monitoring, analyzing GDP social media campaigns, generating insights, and drafting of reports. He/she is also responsible for ensuring that GDP campaigns are creative and engaging.

3. Reporting

Line Manager: Communication Manager

Key Internal Stakeholders: ED, Head of Finance & Operations, Graphics Animator, MEAL Manager

Reportees: None

4. Essential Duties and Responsibilities

The Digital Media Officer will be delivering the tasks outlined in the role summary in collaboration with GDP team:

- Developing, implementing & managing a social media strategy that sets the direction of the digital engagement.
- Managing the social media handles of GDP to ensure up to date, exciting and creative content is posted. This includes working with the creative team lead to create the right digital content.
- Implementing digital campaigns linked to GDP's priorities.
- Generate, edit, publish and share engaging content daily (Stories, social media posts, videos, images, GIFs, infographics, IEC material, photos posted to digital channels.)
- Communicate with followers, respond to queries in a timely manner and monitor reviews/feedback.
- Monitor , evaluate and analyze the impact of our social media channels and provide regular reporting to help build better insights.
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with the latest social media best practices and technologies
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Assisting in managing the website

Perform any other duties as assigned by the Line Manager.

4. QUALIFICATIONS AND SKILLS

- **Qualifications:** Bachelor's degree in mass media social sciences or human rights or any other relevant degree,

- **Experience:** 3 years of minimum experience in a known organisation in the field of social development/NGOs
- **Skills:**
 - Excellent command over English and Urdu is essential (written and oral).
 - Must have a communication/campaigning background with specialist digital expertise and skills with proven track record of working in or with the digital media.
 - Excellent understanding of the social media channels (including twitter, Facebook, Instagram, YouTube & LinkedIn) in order to execute impactful campaigns to reach out to target audiences.
 - Able to use digital tools to monitor insights and provide social media evaluation
- **Competencies**

The following are the key competencies required to be successful in this role

 - Time Management
 - Organized
 - Creativity
 - Coordination
 - Professionalism

5. KEY PERFORMANCE INDICATORS

The following are the key performance indicators for Digital Media Officer.

- Quality of content posted on social media
- Average response time to answers queries (messages, comments, reviews) on social media
- Effectiveness of the social media strategy in terms of engagement with the audience
- Impact of the social media campaigns spearheaded
- The creativity of the artwork produced for social media

6. How to apply

Due to urgency the position needs to be filled at earliest. CVs will be reviewed on rolling basis and filled before the deadline. Interested candidates are requested to send CV and application to hr@gdpakistan.org at earliest clearly mentioning vacancy code in the subject title of the mail. Women, gender-variant persons, minorities and differently-abled persons who fit the criteria are encouraged to apply.