

Job Description: Manager Media & Content Creation

Qualification and Experience:

- 16 years of education in branding / marketing / Business Administration / strategic management / Journalism / Computer Science / Mass Comms / Research / Media or a related field from HEC recognized university.
- Minimum 08 years of post qualification experience in writing, content producing, digital marketing, media handling, or campaign management. Candidates with experience in IT/Tech sector will be preferred for this role.
- Will report to Director Marketing and Branding and will carry out project activities mainly planning, execution, coordination for timely initiation of the activities and completion of the tasks.

Age: 45 Years

Key Responsibilities:

- Develop compelling content for PSEB (reports, publications, newsletters, press releases, blogs, articles, social media platforms, podcasts and other activities).
- Tailor content to target audiences and various channels.
- Collaborate with the marketing team to align content with campaigns.
- Host Tech Destination Pakistan's podcast in English and/or Urdu.
- Work with Production houses (television producers, newspapers, online publications and influencers) to bring out content that positions Pakistan as the go-to country for tech.
- Write content for other ongoing activities of marketing department and PSEB.
- Create positive stories to sell brand Pakistan domestically and internationally. Strong strategic mindset with the ability to develop and implement social media strategies aligned with broader marketing objectives and adapt them based on changing market dynamics.
- Excellent collaboration and interpersonal skills to work effectively with cross-functional teams, agencies, influencers, and other external partners to execute integrated marketing campaigns.
- Creative thinking and innovation to develop unique and engaging social media campaigns, contests, and initiatives that resonate with the target audience and differentiate the brand from competitors.
- Will be useful to have a good grasp of Canva or PowerPoint to create management presentations

KPIs:

- Number of quality content pieces produced monthly.

- Engagement metrics for published content (e.g., likes, shares, comments, views increase).
- Adherence to deadlines.