

# Assistant Manager Communications

## Friends of KDSP



### Responsibilities:

#### 1. Content Creation & Graphic Design

- Design compelling visuals, infographics, and digital assets for social media, website, email campaigns, and print materials.
- Develop creative storytelling strategies that align with Friends of KDSP's mission and campaigns.
- Ensure brand consistency across all communication channels.

#### 2. Social Media Management

- Develop and implement a social media strategy to enhance engagement and grow our online community.
- Manage and schedule content across platforms like Facebook, Instagram, LinkedIn, X (Twitter), and YouTube.
- Monitor social media trends, engagement metrics, and analytics to optimize performance.

#### 3. Digital Marketing & Communication

- Write engaging copy for social media posts, newsletters, and website updates.
- Collaborate with internal teams to create campaigns that highlight success stories, fundraising initiatives, and community impact.
- Assist in managing email marketing campaigns using platforms like Mailchimp or similar tools.

#### 4. Community Engagement & PR

- Respond to comments, messages, and inquiries on social media in a timely and engaging manner.
- Support outreach efforts, partnerships, and collaborations with influencers, media, and stakeholders.
- Assist in press releases, blog posts, and other external communication efforts.

### Requirements:

- Minimum Bachelor's degree in Communications, Marketing, Graphic Design, or a related field.
- Proven experience in social media management, content creation, and graphic design.
- Proficiency in design tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or Canva.
- Strong copywriting and storytelling skills.
- Ability to analyze social media insights and adjust strategies accordingly.
- Passion for nonprofit work and community engagement.
- Experience with video editing tools (Premiere Pro, CapCut, or similar) - preferred.
- Knowledge of fundraising and advocacy campaigns - preferred.
- Familiarity with website management (WordPress, Elementor or similar is a plus) - preferred.
- May require to travel.

To apply, please email your CV at **jobs@kdsp.org.pk**  
Please mention the position title in the subject line.



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**Note: This is a third-party (Friends of KDSP) hiring.**