



## Digital Media Marketer Job Description

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<b>Title:</b>	Digital Media Marketer
<b>Number of Position(s):</b>	01 - Contract
<b>Reports To:</b>	Communication Specialist & Project Director

### Summary:

The Digital Media Marketer will be responsible for developing and executing digital communication strategies for the Karachi Mobility Project, focusing on online engagement, content creation, and digital outreach across various platforms.

### Job Duties/Responsibilities:

Major areas responsibilities of the Digital Media Marketer shall include but not be limited to the following:

- Develop and implement short-, medium- and long-term digital communication strategies aligned with the project's overall communication plan, based on an assessment of previous approaches.
- Create engaging content for social media platforms (Facebook, Twitter, Instagram)
- Produce digital content including infographics, short videos, and animations explaining project benefits
- Manage and grow the project's social media presence
- Monitor and analyze digital engagement metrics and audience feedback
- Design and execute digital awareness campaigns
- Create content for project website and email newsletters
- Develop interactive digital tools like project timelines, interactive maps, and FAQs
- Track and report on key performance indicators (KPIs) for digital communication
- Assist in crisis communication management through digital channels
- Collaborate with the communication team to ensure consistent messaging
- Support the development of digital communication materials for different project phases
- Perform other duties as required by the Communication Specialist
- Conduct regular digital media impact measurement assessments to assess bottlenecks

### Education and Experience

- Bachelor's or Master's degree in Digital Media, Marketing, Public Relations, Economics, or related discipline from an HEC recognized university.
- Minimum 2-3 years of experience in digital marketing, preferably in infrastructure or urban development projects.
- Strong portfolio of digital content creation and proven track record of successful social media campaigns.
- Expert knowledge of social media platforms and digital marketing tools
- Proficiency in content creation tools (video editing, graphic design softwares)
- Data analysis skills for measuring digital engagement
- Understanding of SEO and digital marketing strategies & creative storytelling abilities
- Strong understanding of digital communication trends
- Technical skills in digital content production

### Work Conditions

Position is based in Karachi. Selection will be based on merit and competency.