



Skills For Success

Management Associate Marketing & Communications	Grade: 2
Job Reports to: Brand Manager	Location: Lahore
Cadre: Management Associate	Direct Reports: N/A
Travel: N/A	Indirect Reporting: Head M&C

Last date to apply: 30th October 2020

Getting to know PSDF



i Our purpose-You will be part of the largest skills development fund in Pakistan. PSDF's purpose is to shape the future and well-being of our poor and vulnerable youth by giving them access to skills training of the highest standard so they can find sustainable employment and income-generating opportunities in Pakistan and beyond.

The impact we have created-PSDF started its operations in the 4 poorest districts of Punjab. Since 2016, the geographical remit has expanded to the entire 36 districts of Punjab. PSDF has trained almost 300,000 underprivileged youth across Punjab, which includes 180,000+ male and 110,000+ female graduates. These graduates have been trained in approximately 250 demand-driven and market relevant trades across 10 sectors.

Diversified and challenging team-At PSDF, our team constantly works in a fast paced and challenging environment and needs someone who can match and deliver at our pace. We are looking for a passionate and innately talented individual who can actively pursue and drive the agenda of PSDF and is always ready to take up new challenges.

How the Role looks like



i You will be the custodian of all aspects related to research, advertisement placement, presentation, surveys, and mobilization. Ensure effective and consistent communications across all channels. You will be rotated through all M&C functions.

The main opportunities and challenges for this role are to

- Manage tasks assign on initiatives taken by M&C team and on behalf of PSDF departments / key external stakeholders
- Collect and collate data gathered during field visits for further analysis and/or onward action with



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- recommendations
- Point person in developing creative messages for all relevant information on PSDF touch points and communication channels, such as photo stories, interviews, testimonials, animations etc.
- Work in close coordination with the external agencies to ensure completion of assigned tasks, including research creative and/or design related work
- Oversee the process of surveys, conducted on behalf of PSDF departments in line with the business needs
- Analyze compiled data of surveys for need analysis, archiving and planning purposes
- Undertake reporting as and when required or communicated by the supervisor.
- Assist during mobilization activities and campaign executions.
- Ensure weekly and monthly internal departmental meetings including minute taking
- Working with call center HUNAR to ensure inbound and outbound messaging is consistent and in line with marketing strategy
- Help the supervisor in preparing marketing presentations for products and help the management in day to day operational work
- Work closely with relevant department to ensure that all scheme advertisement is as per the target audience, while managing content generation for all marketing activities
- Needs to be digitally savvy and know how to use platforms for SOM maximization through reach and engagement
- A self-starter who will take initiatives and can prove themselves to management
- Ensure that all the work executed is in line with PSDF purpose and values.

What do we expect you to achieve?



i The main accountabilities for this role include

- Work in close coordination with the relevant PSDF departments to understand their research needs and delivery
- Assist the Lead Corporate Brand and Product Marketing during mobilization activities and campaign execution phase
- Worked with Lead Corporate Brand and Product Marketing to work on presentations for product positioning
- Work closely with external agencies for development of marketing collateral

Are you the right fit for this job?



i To apply, you must have



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- Bachelor's degree (16 years) from an HEC-recognized / accredited university in Marketing / Business Management / Social Sciences or any relevant discipline.
- 0-1 year of relevant experience.
- Understanding of Contract Management will be an added advantage
- Preparation of reports & analysis will be an added advantage

The required experience for this role requires you to have

- Good writing & communication skills
- Good computer skills (MS Office and Reporting)
- Good in negotiation skills
- Good in problem solving, proactive, manage conflict resolution & should have good analytical and multi-tasking skills.

To collaborate and perform effectively, the role requires you to

- Build strong relationships with External Teams i.e. Suppliers
- Build strong relationships with Internal Teams: All PSDF User Departments.

Preferred mindset and capabilities we are looking for:

- Results driven and persistent to get the desired results and takes ownership of actions.
- Innovative and has an aptitude to welcome and try new ways of doing things and push for their execution.
- Willing to strive for excellence and can anticipate challenges for continuous improvement.
- A team player with an aptitude to work with the mantra of one team by proactively supporting others to solve challenges.
- Demonstrates respect for all and can put things in perspective and gauge all actions through merit and performance.

What are we offering?



i PSDF has a lot more to offer than a market competitive salary and perks. As a PSDF employee you will get:

- Professional development with the largest skills development fund in Pakistan.
- Opportunities to cultivate professional relationships and learn from the most talented people in the industry.
- A transparent, clean and liberating organizational culture.
- Meaningful and fulfilling work.

Interested?



i Click on the link below to APPLY for this role.



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<https://forms.gle/ZqPup5itAygzpY6C7>