



Skills For Success

Assistant Manager Communications	Grade: 4
Job Reports to: Head Marketing & Communications	Location: Lahore
Cadre: Assistant Manager	Direct Reports: N/A
Travel: Occasional	

## 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** Lead on of all Internal and External Communication Channels on behalf of PSDF while collaborate with the Head on brand image by creating and promoting events/product promotions on all media platforms.

**The main opportunities and challenges for this role are**

**External Communications:**

- Manage all proactive and reactive media relations, including developing strong relationships with national and industry press contacts
- Seeking high-level placements in print, broadcast and online media for all event/initiatives/product of PSDF
- To monitor and report on all outputs, evaluating the effectiveness of media communications



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activity, including social media, networking and press activity

### **Communications:**

- Evaluate opportunities for partnerships, sponsorships and advertising on an on- going basis
- Draft and edit high quality content for PSDF newsletters, reports, newsletters, press releases, press kits, blogs, social media updates internal and external communication with a view to developing tailored communications targeted at segmented groupings of PSDF

### **Content Creation:**

- Research and write materials that support business and sector units in their activities with key stakeholders (fact sheets, speeches, boiler plates, talking points, memorandums, itinerary, agency briefs, plan of action and strategies, blogs etc.). Ensure this information is in line with PSDF's media policy and guidelines
- Draft and develop content strategy and content. Execute approved content plan as per defined brand guidelines, seeking explorative material from internal and external departments and resources to develop high end social media, print and case study deliverables

## What do we expect you to achieve?



### **The main accountabilities for this role include**

- Develop good quality and meaningful content that allows the dissemination of PSDF's message to the desired target audience;
- Work closely with the external agencies to ensure timely and effective delivery of the required communications material – with consistent messaging;
- Ensure all key stakeholders receive the right information and message through PSDF touch points/ key communication channels on a regular basis.
- Works closely with immediate and larger teams to draw out content, collate and make ready for distribution.
- Will work in close collaboration with brand manager and creative agencies to maintain consistent brand equity through language, design and content.

## Are you the right fit for this job?



### **To apply, you must have**

- Bachelor's degree/Master's Degree in a relevant discipline from a HEC recognized/accredited University preferably in Marketing, PR/Communications or a relevant subject.
- Minimum 5 years of prior experience served in similar role/s at reputed firm/s. Strong PR related portfolio will be added advantage



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**The required experience for this role requires you to have**

Exceptional verbal, written (familiarity with different styles/tones of writing will be ideal) & presentation skills

- Be a people person with excellent relationship development and maintenance skills. This role requires a self-motivated individual who is comfortable working with big and small teams, delivering world class content
- Extensive knowledge of public relations strategies and protocols
- Understanding of marketing techniques and familiarity with media platforms
- Communication design/layout experience desired
- Agency experience or public sector / NGO / INGO experience will be an added benefit.
- Knowledge of electronic media such as websites, newsletters, social media, & other IEC material
- Ability to creatively find solutions to challenges, manage and resolve conflicts

**To collaborate and perform effectively, the role requires you to**

- Build strong relationships with External Teams i.e. All external agencies, and partners
- Build strong relationships with Internal Teams: All PSDF 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?



Click on the link below to APPLY for this role.

<https://forms.gle/fcpS1ALdexNCD6PYA>