



Skills For Success

Lead Digital Marketing	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** As a Lead Digital Marketing at PSDF, you will be required to attract and engage with targeted virtual communities and network users. You will be the custodian of the PSDF website and ancillary portals to ensure completeness and accuracy of information, and compliance with regulatory requirements. You will lead the development and implementation of all our social media strategies. You will also help us build our online presence and enhance our marketing efforts.

The main opportunities and challenges for this role are:

- Lead and execute all digital media interventions through audience identification, benchmarking, competitive research, and platform determination.
- Responsible for creating and administrating content on all PSDF digital assets i.e., Website,



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- Facebook, Twitter, LinkedIn, YouTube, Instagram, and any new digital mechanisms.
- Responsible for flawless execution and administration of content on all digital assets by closely working and coordinating with all external and internal stakeholders.
- Work closely with IT team and agencies to execute PSDF's plan and vision for the website.
- Monitor and evaluate all online ads campaigns and ensure cost effectiveness.
- Ensure budget utilization in a cost effective/ efficient manner.
- Handle reporting marketing technology, administer analytics and CRM tools such as: Payment Methods, Facebook Marketing, Google Display Ads, Google AdWords, SEO tools, SEM etc.
- Create consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns.
- Layout and optimize the company's social media pages on every platform to improve the visibility of the company's social content.
- Work closely with all external agencies to manage and produce good quality designs and material that emphasize upon the Corporate Brand image of PSDF. Also, manage the workflow to ensure that all deliverables are completed in a timely manner.
- Design, execute and analyze platform wise content calendars, in liaison with the digital agency.
- Layout and optimize the company's social media pages on every platform to improve the visibility of the company's social content.
- Develop community moderation guidelines and ensure they are followed.
- Actively monitor and address all the negative sentiments on all digital fronts.
- Extensive reporting & data analysis based on metrics that matter.
- Identify and address any negative sentiment on all social fronts.
- Handle any other tasks, as assigned by the Head of the Department.

## What do we expect you to achieve?



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

- Maximize media exposure with minimum cost involved.
- Deliver PSDF's message to the desired target audience with minimum cost involved.
- Work closely with the external agencies to ensure timely and effective delivery.
- Ensure target audience receives the right information and message through PSDF digital portals on a regular basis.



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Are you the right fit for this job?



**i To apply, you must have**

- Bachelor's Degree (Master's Degree preferred) from a HEC recognized/accredited University in Marketing or a relevant subject.
- Minimum 5 years of prior experience served in similar role/s at reputed firm/s. Strong Digital related portfolio will be added advantage.
- Hands-on experience in Google Analytics, Google Tag Manager and/or other tracking software
- Programmatic advertising certification (Google Certified/ Facebook blueprint).
- Experience with coding and website architecture design would be a plus.
- Strong analytical skills and metrics-driven.

**The required experience for this role requires**

- Be highly organized, demonstrate attention to detail and results orientation.
- Demonstrate experience in handling & managing social media portals and campaigns.
- Digital media buying, planning and execution.
- Digital design/layout experience desired.
- Knowledge of electronic media such as websites, e-newsletters, and social media.
- Ability to creatively find solutions to challenges.
- Ability to anticipate, manage and resolve conflicts.
- Team player with leadership skills, abilities, and desire to interact with people at all levels.
- Demonstrated dedication to work effectively with underserved, at-risk, and vulnerable populations.
- Ability to work effectively with key stakeholders: internal departments and key partners.

**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:**



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- 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.

<https://forms.gle/ZqPup5itAxgzpY6C7>