



Job Description

Job Title:	Communication Officer (Female)
Department:	WASH
Reports to:	Project Coordinator/Manager WASH
Location:	Islamabad
Job Duration	12 Months
Gross Salary	PKR 100,000/-
Employment Type:	Contractual (subject to performance and availability of funding)
Purpose	Project-based job + social media.
Main Responsibilities	<p>1. Strategic Communication & Media Outreach</p> <ul style="list-style-type: none"> • Develop and implement a communication plan aligned with project goals. • Ensure consistent messaging across platforms. • Engage with local and national media to increase project visibility. <p>2. Content Creation & Visual Media</p> <ul style="list-style-type: none"> • Produce engaging content: case studies, success stories, blogs, and social media posts. • Design IEC/BCC materials in local languages for students, parents, and teachers. • Create infographics, banners, and audiovisual content. <p>3. Social Media & Campaigns</p> <ul style="list-style-type: none"> • Manage and grow the project’s social media presence with regular, engaging posts. • Develop content aligned with global observance days and project milestones. • Monitor performance and adjust strategies for maximum reach and engagement. <p>4. Field Visits & Video Production</p> <ul style="list-style-type: none"> • Capture field content through photos and videos during school visits. • Lead end-to-end video production (concept, shoot, edit, publish). • Create short-form and impactful visual content for storytelling. <p>5. Design & Storytelling</p> <ul style="list-style-type: none"> • Design digital visuals and edit media content, maintaining brand quality. • Develop compelling scripts, captions, and human-interest stories to showcase impact. <p>6. Community Engagement & Events</p>



	<ul style="list-style-type: none"> • Support school events and awareness campaigns (e.g., Global Handwashing Day). • Facilitate stakeholder feedback and relationship-building with partners. <p>7. Monitoring & Reporting</p> <ul style="list-style-type: none"> • Track and report communication activities, reach, and outcomes. • Contribute visual and narrative content for donor reports and presentations. <p>8. Capacity Building</p> <ul style="list-style-type: none"> • Train staff and school WASH clubs on communication techniques. • Promote child-friendly messaging to ensure student engagement. <p>9. Equipment Management</p> <ul style="list-style-type: none"> • Maintain and manage media equipment and organize visual asset libraries. <p>10. Travel Requirement</p> <ul style="list-style-type: none"> • Must be willing to travel to schools and field sites for content collection and stakeholder interaction.
<p>Required Qualification, Experience, and Skills:</p> <p>Key Skills & Competencies:</p>	<p>Education:</p> <ul style="list-style-type: none"> • Bachelor’s or Master’s degree in Media Studies, Communications, Digital Marketing, Public Relations, Social Sciences, or a related field. <p>Experience:</p> <ul style="list-style-type: none"> • 2–3 years of relevant experience in social media content creation, digital marketing, or communications. • Prior work in non-profits, development, or WASH sectors preferred. • Experience in content capture, storytelling, and campaign execution. • Exposure to schools, children, or behavior change communication (BCC) is a plus. <p>Skills & Competencies:</p> <ul style="list-style-type: none"> • Strong storytelling, scriptwriting, and content creation abilities (written, visual, digital). • Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, InDesign), Canva, and Microsoft Office. • Skilled in graphic design for digital and print, video editing, color grading, and audio syncing. • Knowledgeable in social media trends and platform best practices. • Technically adept with media equipment and basic troubleshooting. • Excellent verbal and written communication in English and Urdu; knowledge of local languages is an asset. • Strong organizational, coordination, and time management skills. • Capable of independent fieldwork and effective collaboration in diverse, multicultural settings.