



### Job Description

Position Title	Management Trainee Officer
Department	Library
Reporting To	Senior Associate, Library and Education Programs
Type of Position	Contractual
Timings	12.00 a.m. (noon) to 8.00 p.m. (may change as per need)

#### **POSITION DESCRIPTION**

The position invites a creative individual to plan, implement and sustain social media and crowd funding campaigns for the library and information commons. The incumbent is expected to develop different promotional tools including posters, social media contents, and short videos for the library.

#### **DUTIES AND RESPONSIBILITIES**

- ✓ Designing a crowdfunding campaign for HU library especially with reference to attract individual, and people to donate the books from their family collection within Pakistan and abroad;
- ✓ Establishing and executing social media strategy through research, benchmarking, messaging, and audience identification;
- ✓ Writing, developing, and strategizing online content production and scheduling;
- ✓ Generating, editing, publishing, and sharing content;
- ✓ Building meaningful digital connections and assisting in encouraging community members through dialog and messaging;
- ✓ Creating and implementing social media marketing plan and editorial calendar;
- ✓ Tracking and analyzing digital marketing analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes;
- ✓ Developing an excel sheet of potential donors with their contact details;
- ✓ Performing other associated duties;

#### **REQUIRED JOB SPECIFICATIONS**

Required Qualification	✓ Bachelor's degree in marketing, digital marketing, communication, or related field
Required Experience	✓ Fresh to 6 months of experience. ✓ Graphic Designing / Editing using Photoshop / Illustrator would be an added advantage.

#### **REQUIRED JOB COMPETENCIES (Technical and Soft Skills)**

S#	Competency	Criticality (High / Low / Medium)
1.	Creativity and creative idea generation	High
2.	communication skills	High
3.	Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)	Medium
4.	Teamwork	High
5.	Inquisitiveness	High
6.	Adaptability / Flexibility	High
7.	Planning, Prioritizing and Organization skills	High