

Detailed ToRs for the Post of Social Media Manager (PP-08)

Position	PPS / Salary	Qualification /Experience	Age	Job Description
Social Media Manager	PPS-08	Master's or Bachelor's (Hons) in Mass Communication, Digital Media, Media Studies, Multimedia Arts, Public Relations, Journalism, or MBA (Marketing/Communications) Minimum 5 years of proven experience of managing institutional or campaign-level social media platforms Demonstrated expertise in Meta Business Suite, Twitter/X tools, Buffer, Canva, and analytics platforms Strong writing and visual storytelling instincts with fluency in English and Urdu Solid understanding of digital advocacy, community engagement, and climate communication trends	35 Years (max)	Manage the Ministry's official social media accounts across X (Twitter), Facebook, Instagram, LinkedIn, and YouTube Monitor real-time trends, audience insights, and social sentiment to adjust messaging strategies Publish timely and relevant content in line with the Ministry's communication objectives Coordinate with internal teams and content creators to support campaign rollouts and live coverage Track and analyse platform performance through analytics dashboards and prepare regular reports Recommend and implement engagement tactics to boost visibility and responsiveness Apply SEO practices, platform-specific optimisations, and social copy best practices in all content