


ROLE PROFILE

Communications Manager, Pakistan

 British Asian Trust	
Job Title:	Communications Manager Pakistan
Reporting to:	Pakistan Director (dotted line to UK Head of Marketing and Communications)
Line Management responsibilities	None for now
Location:	Karachi
Key accountabilities	
Job purpose <p>The Communications Manager Pakistan will play a key role in helping develop and deliver the communications, marketing and digital strategy for Pakistan and also support on BAT's overall communications and digital initiatives. Excellent communication enables us to reach, engage and inspire our target audiences to support the British Asian Trust's work and initiatives in Pakistan and across South Asia. This critical and varied role works with a range of colleagues, agencies, partners and channels to maximise the impact of our communications across various channels including digital, as well as managing the day-to-day PR and media engagement, partnership communications and content commissioning.</p>	
Key responsibilities <ol style="list-style-type: none">Execution of the BAT communications strategy, specifically addressing the requirements of Pakistan office<ul style="list-style-type: none">Understand and promote the British Asian Trust brand identity globally and specifically for Pakistan.Work in close liaison with the global communications teams to ensure the smooth delivery of BAT's overall communications strategy.Develop the British Asian Trust's communications strategy for Pakistan, in line with the brand identity that we want to develop - identifying key stakeholders for BATs engagement.Implement mental health (MH) campaigns seeking to reduce stigma and increase MH Literacy<ul style="list-style-type: none">Lead on the delivery of the Milkar campaign for mass media awareness on mental health in partnership with MKRF. Coordinate with all partners and ensure all key deliverables are met.Manage the measurement of the campaign through Gallup ensuring timeliness, clear presentation of findings, dissemination of learnings and ensure learnings feed into revision of campaign strategy. Plan for regular iterations of the survey to identify nationwide trends in stigma reduction, awareness raising, and behaviour change.Promote and increase the number of followers on MH campaign-specific social channels such as Instagram, Facebook, or LinkedIn. Ensure regular posting of content to meet campaign objectives.	

- Build and manage relationships with celebrities, influencers, sports people, MH experts and people with lived experience who are champions of mental health and able to support the development of content such as reels, posts, stories, podcasts to increase our social engagement for MH awareness.
- Develop, support fundraising and implementation of the longer-term MH literacy campaign with diverse audiences, and diverse delivery mechanisms.

3. Content Creation

- In liaison with UK Comms team, develop engaging and on-brand communications and materials to support our corporate positioning including fundraising and programme objectives. Write, edit and/or upload engaging content to the website and social media channels, ensuring the Trust's brand and key messages are consistently delivered.
- Provide design inputs to create engaging slide decks and donor reports based on the BAT brand identity.
- Support with the content creation of internal and external BAT comms such as monthly updates, content for the BAT intranet, Pakistan newsletter etc.
- Work with the Mental Health, Livelihoods and Social Finance teams to identify content and story ideas from our work in Pakistan. Cultivate relationships with delivery partners, their comms teams and sector partners to maximise potential for storytelling and reach. Make field visits for content gathering including videos, photographs, etc.
- Scope, plan, commission, create and manage content-gathering projects in consultation with internal stakeholders and partners including quotes, stories, photos and film.
- Leverage opportunities such as international days, to promote information and knowledge about BAT programmes and impact. Specifically promote days such as World Mental Health Day as an opportunity for key content and messaging.
- Support team members to develop thought pieces, blogs, articles in relevant media to promote BATs profile as a credible stakeholder in all our sectors of interest.
- Work with all programmes and fundraising teams to ensure donor brand identities and communication deliverables, including corporate events, are fully complied with and implemented in a timely manner.
- Maintain and grow designer, editor, photographer and film-maker relationships, and manage all briefs, contracts, consents and other related documentation.
- Keep up to date on digital content trends, developments, opportunities and issues in the charity sector and beyond, sharing and applying this knowledge.

4. Event Management

- Support the Pakistan teams in event management, and where relevant the communications related to events. Support with invitations, stage management, event flows etc as required.
- Ensure management of BAT, partner and donor brand identities at events and media engagement, content creation and press releases around the event.
- Seek opportunities for BAT representation at conferences, partner and donor events which can be an opportunity to establish the BAT profile and promote BAT advocacy agendas to establish BAT as credible stakeholders in our sectors of interest.

5. Media management and engagement

- Build and manage long term relationships with journalists, communications agencies, media houses, and social media influencers to help maximise profile and coverage. Provide up to date info packs to journalists and agencies to get interest and coverage.
- Arrange media opportunities and monitor reports on coverage in Pakistani media.
- Draw up media & PR plans, co-ordinate and manage media at events.
- Manage relationships with Pakistan Ambassadors
- Draw up/edit press releases and manage internal and external sign-off when working on joint initiatives with sector stakeholders.

Job related knowledge, skills and experience

Essential:

The role requires a highly self-motivated communications professional able to multitask and work well independently and as part of a small, busy team.

- Educated to degree level, or able to demonstrate similar level of ability by experience. A specialised degree in Mass Communications is desired, but not a must.
- Multi lingual – proficiency in regional languages, both written and oral and in English.
- Relevant experience of communication, digital and PR at a relatively senior position.
- Strong technical skills for basic content creation, photography, video making, use of creative software, etc.
- Strong writing skills for editing and drafting content.
- Existing media and agency contacts will be preferred.