

Job Description | Marketing Fellow

Invest2Innovate

We are looking for a full-time Marketing Fellow. The role will initially be for a contractual period of 6 months (starting from August 2022) with the possibility of a permanent role at the conclusion of this period. If you feel that your skills and experience make you a good fit in line with our requirements below, please do apply in confidence as we are looking to fill this role on an urgent basis. You can send your resume and cover letter to duaa@invest2innovate.com

Note: This position is based in Islamabad and we follow a hybrid model. We are not presently accepting applications from remote applicants.

About Invest2Innovate

Invest2Innovate supports startup communities in growth markets and has been working in Pakistan since 2011. We provide support to entrepreneurs via our own flagship program the i2i Accelerator, which has graduated 60 startups that have gone on to raise over \$50M in pre-seed and seed-stage funding and created over 2000 jobs since 2012. i2i also designs & launches programs for entrepreneurs via partnerships with players like Facebook, Karandaz & the World Bank, and has so far provided capacity-building support to 1500+ women entrepreneurs and 70+ incubators & accelerators in Pakistan, Bangladesh, Nepal, Vietnam & Cambodia. i2i also releases comprehensive data & briefings on Pakistan's startup ecosystem via Insights, our research arm, and i2i's sister entity, i2i Ventures, is our venture capital fund for Pakistan, investing in high-growth early-stage startups in the country.

Responsibilities

- Effectively managing social media channels including Facebook, LinkedIn, Twitter, and other relevant platforms
- Creating dynamic written and design content
- Creating content that promotes audience interaction
- Managing the social media community
- Contribute to collaborative efforts and organize social media events (e.g. Webinars, fireside chats)
- Contribute to monthly e-newsletters
- Collect and analyze data (e.g. traffic and behavior insights) and prepare reports on a monthly basis

Eligibility

- Proficiency with social media platforms
- Experience (1-2 years) in social media marketing and digital PR
- Providing a portfolio/samples of social media projects would be a bonus

- Ability to manage a diverse portfolio of ongoing projects of i2i
- Strong writing and communication skills
- Adequate knowledge of social media design tools (e.g. Canva Pro)
- Working knowledge with CRM programs (e.g. Hubspot)
- Working proficiency in Google Work Suite (including Docs, Sheets, and Slides).