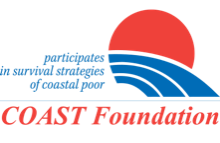
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**Job Description: Senior Coordinator- Social Media and Development Communication**

**Objective**

Enhancing the visibility of the advocacy and communication materials, including audio-visual content and graphics, over social media is the core objective of this position. Other objectives will include visibility, branding, communication materials development, graphic design, social media campaigns, and creative writing.

**Core Responsibilities**

1. **Audio-visual content development:** The candidate will produce short videos for social media, audio content for community radio, and graphic design for disseminating information and social awareness creating over social media and other platforms.
2. **Creative writing:** The candidate will write short stories, success stories, and exposure stories in attractive language in both Bangla and English for campaign and advocacy. Writing will also include reports and campaign papers.
3. **Graphic design:** The candidate will make graphic design for banners, attractive festoons, and social media mems for campaign and advocacy, and visibility and branding.
4. **Social media campaign:** The candidate will contribute to social media campaigns and advocacy through the effective use of social media, by creating posts, reels, memes and increasing the reach.
5. The Candidate will develop a social media guideline and strategies according to the policy and mandate of the organization.
6. The candidate will develop the knowledge of colleagues in field operations on effective use of social media for campaign and advocacy.

**Skills and expertise**

1. **Audio-visual content producing:** Creativity and skills in Photography, videography, video editing, subtitle, audio editing photo editing, etc.
2. **Social Media:** Expertise and creative skills in using social media platforms i.e., Facebook, Twitter, Instagram, TikTok, Linkedin, and YouTube etc. Skills and creativity in making social media content including memes, reels, shorts, and creative posts.
3. **Creative Writing:** Skill of writing both in Bangla and English particularly stories, flyers and campaign materials.
4. **Graphic Design:** Skills and creativity in graphic design including banners, festoons, book covers, page layouts and background designs.
5. Knowledge of boosting, social media page maintenance, and making verified pages and IDs will be considered as additional skills.
6. Skills and experience in using AI for the above-mentioned purposes will be an asset.