**JOB DESCRIPTION**

**Manager –Digital and Social Media**

**Company Profile**

Sesame Workshop Bangladesh, a not-for-profit international organization behind Sisimpur, has been creating innovative and engaging contents for last 16 years to help all children grow smarter, stronger, and kinder. SWB produces the famous children television series `Sisimpur’ being broadcasted by multiple TV channels; produces and distributes contents through digital and social media, develops variety of print materials including storybooks and play materials; and distributes them to children and their parents through government organizations and NGOs. For more information, please visit [www.sesameworkshop.org](http://www.sesameworkshop.org)

**Position Profile**

Reaching children with innovative contents, digital platforms and social media has become an obvious medium these days and accordingly SWB has established a strong footing of social media platforms which has a very strong future possibility. For keeping this initiative, a strong media means for increasing reach of Sisimpur, the Manager – Digital and Social Media plays a very important role. The description below is indicative and will not be limited to the following job profile-

Position : Manager – Digital and Social Media

Department : Programs

Reports to : Head of Programs

Job Location : SWB Country Office, Dhaka,

**MAIN RESPONSIBILITIES**

**Platform Management**

* Manage all existing social media platforms of Sisimpur including Facebook and Instagram; Sisimpur YouTube Channel, Sisimpur E-learning platform and Sisimpur web page
* Add new platforms for maximizing contents distribution
* Work with like-minded third-party platforms for collaborative initiative for issue-based campaigns
* Work with OTT platform managed by third party for smooth content distribution
* Promote platforms to increase audience base and for brand promotion

**Content Management**

* Manage overall content calendar and sourcing of contents from existing Sisimpur content library (Video, static image, animation etc)
* Work with producers for sourcing original contents for different platforms
* Conceptualize, produce, and distribute content for social media channels, Sisimpur ambassador group, blogs, and website following social media and branding guideline of Sisimpur and its partners
* Develop, manage, and maintain an editorial calendar, and ensure efficient, cost-effective, and timely production of all elements
* Celebrate international and national days through Social Media campaigns
* Create and implement a framework for planning, writing, editing, and producing content for digital campaigns.
* Facilitate timely execution of deliverables and proactively address bottlenecks.
* Research the competitive landscape across platforms to understand industry trends and peer performance

**Content Marketing**

* Manage ongoing content uploads on YouTube and social media channels including content programming plans, management of video and game assets across various platforms.
* Drive characters, seasonal episodes, Sisimpur products (e.g books, Sisimpur app) and brand recall initiatives on digital platforms
* Stay up to date with content marketing trends and explore new content deliverables.
* Categorize, post, and maintain content in content management system
* Develop best practices and optimize content for sharing across multiple channels in social media
* Drive creative collaborations and influencer marketing initiatives
* Establish and build relationships across digital media platforms based in Bangladesh

**Audience Engagement**

* Using data from various sources, analyze performance against defined KPIs to determine content consumption trends – video watch time, views, unique viewers, and subscribers to optimize content form, depth, and placement
* Produce monthly KPI reports, social media insights and analytics, monthly promotional plan/budget report etc.
* Vet digital content with program and research teams to ensure proper curriculum focus and educational value
* Take necessary steps against illegal and fake channels made by the name, content, or characters of Sisimpur.
* Support third parties collaborated with Sisimpur to create contents for online platforms including games and storybooks
* Engage audiences through organizing live shows to cover important events, quiz, and other online activities.
* Boost and run advertisement/ campaigns to promote social media pages and increase subscribers/followers.
* Keep Sisimpur website up to date and engaging
* **Perform any other task assigned by the supervisor.**

**REQUIREMENTS**  
**Qualifications**

* Minimum bachelor’s degree in Digital Marketing, Communications, Media Studies, Television/Radio/Film, Journalism, Animation, or related field.
* Proficiency in English

**Essential Knowledge, Skills and Experience**

* The ideal candidate should demonstrate competencies to develop and implement a multi-platform digital strategy that significantly grows the audience and online engagement, i.e. thoughtfully schedule a content roll out plan, be able to write in a defined brand voice for copy/text on posts, write responses to audience/fans, be able to come up with ideas for new content, and do any necessary research of the landscape to inform these tasks.
* 5-7 years of digital marketing experience (paid + social marketing), with a minimum of 5 years in digital content creation (with significant exposure to interactive media for social impact in a profit or non-profit enterprise setting).
* Technical understanding of web, mobile and console platforms, video production, digital media best practices, and attuned to industry developments.
* Proficiency in MS Office and content management software
* Experience with Adobe platforms (Photoshop required)
* Understanding of web and social media publishing requirements
* Editorial mindset with an ability to align content to audience preferences
* Hands on experience with SEO and web traffic metrics
* Excellent communication skills in Bengali and English (verbal and written)
* An interest in children’s media and experience with games and videos are strongly preferred.

**Desirable Knowledge, Skills and Experience (not mandatory but will give you an advantage)**

* Experience at a media, digital content, or production company
* Experience with video production: writing, interviewing, directing, shooting, editing, etc.
* Exposure to children’s media and/or non-profit enterprises

**Salary and Benefits:**

As per company policy, attractive salary and benefit package will be offered.

**How to Apply:**

Kindly send your current resume, filled out SWB application form along with a cover letter to [info.sisimpur@sesame.org](mailto:info.sisimpur@sesame.org) as your earliest. We will close receiving applications when the right candidate is found. Kindly mention the title of the position “**Manager –Digital and Social Media application”** in the subject line of your email. We will only invite you for an assessment if you are in our shortlist. Good luck!

**Disclaimer:**Sesame Workshop Bangladesh is an equal opportunity employer. All employment decisions are based on the business needs, job requirements & suitability of the candidate.