



## **PACTCOMMUNICATIONS**

### **Marketing Manager**

PACT Communications is a radio production company, registered with the Afghanistan Ministry of Commerce. From its production base in Jalalabad in the east of Afghanistan, PACT produces a highly popular radio drama – Da Pulay Poray Drama – going out in Pashto throughout the eastern and southern provinces of Afghanistan. The radio drama is broadcast on local, Afghan radio stations. It also has a Facebook page [www.facebook.com/dapulayporaydrama](http://www.facebook.com/dapulayporaydrama), a Twitter handle [www.twitter.com/PACTRadio](http://www.twitter.com/PACTRadio) and a website [www.pactradio.org](http://www.pactradio.org). Da Pulay Poray Drama has a sister programme – Da Pulay Poray Programme – consisting of reports on the subjects covered in the radio drama.

PACT is now looking for a marketing manager who will exploit these social media and Internet channels to the maximum to market PACT productions to a wider audience. In addition to using social media, the Marketing Manager of PACT will seek new ways to market PACT productions, for example through advertisements, banners, flyers and other tools of marketing. In particular, the Marketing Manager will develop the PACT Facebook page – Facebook being the most popular social media outlet in the south and east of Afghanistan which are the prime target of PACT programmes. For example, by posting video versions and photo galleries of reports from Da Pulay Poray Programme on the Facebook page. The Marketing Manager will work with the Head of PACT Radio, and also the Head of Programmes and Publications, to develop the PACT website – in both Pashto and English – making it more reflective of all the current multifarious activities of the organization.

In addition, again through social media outlets such as Facebook and Twitter, the Marketing Manager will seek to increase the popularity and recognition of PACT programmes among Afghans living abroad.

Qualifications for this post, for which PACT Communications will offer a competitive salary, are as follows:

- An interest in, and preferably some knowledge of, PACT programmes.
- A background in, or at least aptitude for, marketing.
- Innovative ideas on how to market PACT productions to a wider audience.
- Knowledge of Pashto as mother tongue, and at least working knowledge of English also (written fluency in English would be an advantage).
- Higher education in marketing (Economics) would be an advantage.
- Any other relevant duties assigned by PACT Communications head.

Those interested and qualified for this position should send their CV, along with a covering letter - indicating why they would like to be considered for this position - to the Finance and Administration Manager of PACT Communications on [ir.payanda@pactradio.org](mailto:ir.payanda@pactradio.org) before January 10, 2018.

PACT is looking to make an appointment of its Marketing Manager in January 2018.