

Title:	Assistant Manager Communications
Location of Work Station:	Sindh (Karachi)
Type of Job:	Contractual
Reporting to:	Manager Communications

Primary Job Functions:

The candidate is responsible for creating, managing, and executing integrated external and internal communications initiatives and activities to help generate positive coverage and visibility that strengthens the corporate brand(s) and reputation among key stakeholders. These initiatives/activities include ATL/BTL/DTL advertising, content development, social media management, and vendor management.

This position requires strong writing skills, strong leadership skills, outstanding relationship management, and the ability to multi-task and manage multiple projects simultaneously. The ideal candidate would have the ability to come up with both creative & analytical solutions in difficult situations.

Experience / Education:

- Masters in Marketing/Mass Communications/Journalism or Equivalent
- 7+ years of working experience in Marketing agency / Communications related capacities.
- Should have a strong portfolio, depicting proven experience in a high-volume, fast-paced environment.
- Advance Reading, Writing & Speaking skills in English & local languages.
- The individual should be an excellent writer and have experience in social media, along with graphic design.

Software Expertise

- Some knowledge of Graphic Designing. Having hands-on experience with Adobe Suite (including Photoshop, Illustrator, Lightroom, and Indesign) would be a plus point.
- MS Office & related softwares for effective documentation.
- Good knowledge of handling social media platforms, including Podcasts & email marketing. Should have a strong grip of workability of all social media platforms, ability to update content & reporting of analytics.
- Video editing knowledge would be a bonus.

Attitude:

- Keen towards bringing-in innovation to content development.
- Stays calm under pressure, & be able to work in a fast-paced environment.
- Stays updated with the latest industry trends.
- Takes responsibilities & pays close attention to timelines/deadlines.
- Comfortable in working extra hours (as & when required).
- Ability to get the work done by others, and maintains good relations with everyone.
- Excellent oral, written communication, and presentation skills.

- Proven experience managing multiple projects with the ability to deliver within tight deadlines;
- Demonstrated flexibility, motivation, and maturity

Your routine tasks will include (but not limited to):

i. Planning & Initiative

- Ensure visibility and promotion of Programs, as well the organization as a whole.
- Directing the creative team – including in-house and outsourced graphic designers, photographers, content writers, and team members contributing & responsible towards implementation of communication goals, and in light of the communication guidelines.
- Strategy development & execution for various campaigns to target specific audiences.
- Work closely with the program teams, bridge the gap between the program team & graphic designers to ensure timely supply of deliverables with due quality.

ii. Content Development & Social Media Management

- Develops consistent, targeted, and impactful messages.
- Directs to develop marketing collaterals and engaging material (social media posts, video documentaries, IEC material, brochures, newsletters, success stories, articles, etc.) to create a positive brand image amongst communities & partners at the grassroots level.
- Scriptwriting & documenting program success stories through video/audio/textual documentation.
- Stays informed of developments in the field of marketing and communications within the industry to foster ideas and innovation.
- Formatting/proofreading of documents such as reports, newsletters, press releases, memos, letters, etc.

iii. Implementation of Strategy:

- Coordinate with vendors for administration & execution of events as planned.
- Coordinate with Administration/procurement department for organizing events & supporting logistical arrangements.
- Support to timely disseminate of information & collaterals produced to the stakeholders via digital and hard copies.

iv. Reporting & Operations:

- Maintain & update stakeholder contact & dispatch lists/records. Keep proper record of all Media and Communication-related activities.
- Maintains departmental work plans & Gantt charts on monthly and quarterly basis. Adjusts and communicates plan changes to the team as necessary to ensure successful execution of all departmental/organizational goals - in alignment with available resources (financial and non-financial).
- Perform any other related tasks assigned.

EEO Statement:

Integrated into our shared values is LAS's commitment to diversity and equal employment opportunity. All qualified applicants will receive consideration for employment regardless of sex, age, race, colour, creed, religion, disability, sexual orientation, gender identity, or any other characteristics or conduct protected by law. LAS is committed to being an inclusive organization where all people are treated fairly, recognized for their individuality, promoted based on performance and encouraged to strive to reach their full potential. We believe in understanding and respecting differences among all people. Every individual at LAS has an ongoing responsibility to respect and support a diverse environment.

Protection Against Sexual Exploitation and Abuse:

Legal Aid Society (LAS) is committed to the prevention and protection from all forms of sexual exploitation and abuse (SEA). LAS explicitly prohibits its staff, associates, partners, consultants, or any other representatives associated with the delivery of its work from:

- Engaging in any form of sexual exploitation or abuse;
- Sexual activity with children (persons below the age of (18) irrespective of a mistaken belief of the age of the child which shall not amount to a defense);
- Exchange of money, employment, goods or services for sex, including sexual favors or other forms of humiliating, degrading or exploitative behavior, is prohibited. This includes any exchange of assistance that is due to beneficiaries of assistance;
- Sexual relationships between LAS staff and beneficiaries of assistance, since they are based on inherently unequal power dynamics, undermine the credibility and integrity of the work of LAS and are strongly discouraged.

What We Offer

- An inclusive and collaborative work environment.
- Opportunities for professional growth and development.
- A chance to contribute meaningfully to social impact.

Application Process:

Interested candidates may apply online latest by the 15th January 2026.

In case of any query please email at **hr@las.org.pk**

Only Shortlisted candidates will be called for test & interview.

The organization reserves the right to reject any or all applications.

For further information please visit <http://www.las.org.pk>