



RENEWABLES FIRST

## **Associate – Digital & Social Media**

Location: G-8 Markaz, Islamabad

Department: Communications

Type: Full time

Contract: 1 year

### **About Renewables First**

Renewables First (RF) is a think tank and do tank for energy and the environment. RF's work addresses critical energy and natural resource issues with the aim of making energy and climate transitions just and inclusive through impactful research, advocacy, and strategic partnerships.

### **Job Description**

Renewables First is seeking a creative and proactive **Associate – Digital & Social Media** to strengthen our digital presence and expand the reach of our research, advocacy, and learning initiatives. The role will focus on planning and executing digital and social media strategies, producing high-quality, platform-appropriate content, managing online communities, and applying SEO best practices to improve visibility, engagement, and audience growth across digital channels.

### **Key Responsibilities:**

1. Plan and manage Renewables First's digital and social media presence across LinkedIn, X, Instagram, and Facebook, ensuring content is consistent, timely, and aligned with the brand guidelines.
2. Create and publish engaging digital content (text, visuals, short videos) in collaboration with the communications and design team, and maintain a clear content calendar.
3. Apply SEO best practices to digital content and the website, including keyword research, on-page optimization, and basic performance tracking.
4. Engage and manage online communities, responding to comments and messages, monitoring conversations, and flagging risks or opportunities.
5. Track and report on digital performance, using analytics to improve content, reach, and engagement over time.
6. Support paid digital campaigns by assisting with planning, monitoring, and performance optimization.
7. Stay updated on digital trends and tools relevant to advocacy, research dissemination, and learning initiatives.

### **Qualifications and Experience:**

- Bachelor's degree in Marketing, Digital Media, Communications, or a related field.
- 3-4 years of experience in digital marketing, social media management, and SEO implementation.
- Demonstrated experience in managing digital platforms, content calendars, and digital campaigns.
- Strong skills in SEO tools (e.g., Google Analytics, Google Search Console, SEMrush, Ahrefs).



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- Proficiency in Meta Business Suite, LinkedIn Analytics, scheduling tools like Buffer, Hootsuite, Sprout Social, Brandwatch and CMS platforms.
- Strong writing, editing, and communication skills.
- Creative mindset with attention to detail and brand consistency.
- Ability to work independently and collaboratively in a fast-paced environment.

#### **We Offer**

- Competitive salary
- Health insurance
- Professional development opportunities
- Support in building professional capacity through local and international trainings
- Friendly work environment
- Flexible working hours
- Working with diverse teams.

#### **Application**

Applications are processed on a rolling basis. Please Email a letter of motivation, along with your **CV in one PDF document** and use the following format for the file name, **“First Name\_Last - Name\_Job Title”** to [hr@renewablesfirst.org](mailto:hr@renewablesfirst.org). Please include **Associate – Digital & Social Media** in the email subject line. Female candidates are strongly encouraged to apply.

#### **Note:**

This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it. Responsibilities may change based on business needs and at the discretion of management. Candidates from all backgrounds are encouraged to apply as we believe in inclusivity and equality.