



PALLI KARMA-SAHAYAK FOUNDATION (PKSF)

www.pksf.org.bd

Terms of Reference (ToR) of **Digital Media Management Specialist** For the 'Communication and Publication Unit' of PKSF

1.0 Background

Palli Karma-Sahayak Foundation (PKSF), an apex development organization established by the Government of Bangladesh, is mandated for poverty alleviation through sustainable employment generation by providing appropriate financial and non-financial services. As a second-tier organization, PKSF implements its programs and projects through more than 200 Partner Organizations (POs) across the country.

In alignment with its Strategic Plan, PKSF places strong emphasis on effective communication and knowledge dissemination through digital media. To strengthen the visibility of its development initiatives and enhance organizational outreach, PKSF intends to engage a Digital Media Management Specialist on a time-based contractual basis.

2.0 Objective of the assignment

The main objective of this assignment is to manage and optimize PKSF's digital media platforms—such as social media channels, professional platforms and the official website—by ensuring timely, relevant, and high-quality content creation and dissemination. The Specialist will also ensure data-driven performance monitoring to enhance PKSF's digital engagement and outreach.

3.0 Scope of work and key responsibilities

The Digital Media Management Specialist will work under the Communication and Publication Unit of PKSF and perform the following tasks:

- Assist in formulating and implementing work plans related to social and professional media platforms and website content management in alignment with PKSF's Strategic Plan.
- Assist in planning and implementing appropriate contents for promotion across all social media handles of PKSF (e.g., Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.).
- Maintain the PKSF website as visually appealing, user-friendly, and enriched by using platforms such as WordPress, HTML, and CSS.
- Assist in monitoring and analyzing the performance of digital contents disseminated through various platforms by appropriately using tools such as Google Analytics, SEO Tools, and Social Media Insights, and support in developing more effective recommendations for content creation and dissemination.
- Prepare textual contents and aesthetically designed infographics for use on the website.
- Plan and implement effective social media campaigns to promote positive public perception of PKSF's interventions.
- Prepare blog posts related to PKSF's activities for publication on various digital media platforms.

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- Perform any other duties assigned by the Management.

4.0 Duty station

The incumbent will be stationed in Dhaka. However, he/she will have to travel extensively across the country, including remote work areas, as per the instructions of PKSF.

5.0 Employment duration

The appointment will be made initially for 04 (four) years, subject to annual renewal based on performance and demonstrated dynamism.

6.0 Academic qualifications

- Minimum Bachelor's degree in any discipline.
- A higher degree will be considered an additional qualification.
- Any third division/class/equivalent GPA in academic career is not acceptable

7.0 Experience and skills

- Minimum 10 (Ten) years of relevant professional experience in media and/or development organizations.
- Proven expertise in social media and website content management, including related technical aspects, as well as in content creation using tools such as Adobe Illustrator, InDesign, Photoshop, and After Effects.
- Strong proficiency in English is desirable.

8.0 Age limit

Minimum 37 years on the last date of application.

9.0 Salary & other admissible benefits:

- i. Consolidated monthly salary will be BDT 200,000/-(Two Lac only)
- ii. Other admissible benefits (Annual Salary Increment, Festival Allowance, Bangla Noboborsho Allowance, Mobile Allowance, Group insurance, etc.) as per PKSF policies.
- iii. Salary and other admissible benefits (if any) are inclusive of all taxes as imposed by the Government of Bangladesh. All relevant Taxes will be deducted at sources as per the Government rules.

PKSF is an equal opportunity employer and seeks to employ and assign the best-qualified personnel for all of its positions in a manner that does not unlawfully discriminate against any person because of his/her specific identities, such as race, religion, gender, disability or any other status or characteristics protected by the laws of the country.