

<b>Job Title:</b> Social Media Executive	<b>Location:</b> Islamabad
<b>Reporting to:</b> COO Internet of Things and Automation (IoTA) Pakistan	<b>Department:</b> Commercial
<b>Job Type:</b> Contractual	<b>Duration:</b> 3 -6 Months

## Why should you join IoTA Pakistan

IoTA Pakistan is first of its kind unique startup in Pakistan aiming to build digital ecosystem through Internet of Things (IoT) based products and solutions. Our mission is to be the best Internet of Things based company in the eyes of our customers and to explore partnership with the most profitable growth in local and international market. We at IoTA believe that by harnessing true potential and through will; digital ecosystem can be enabled to generate multiple revenue streams.

## What Are We Looking For

- You must be passionate and highly motivated to endure the tasks with entrepreneurial spirit;
- You must be highly competent in your field work and you must know the required tools to furnish your skills to:
  - ✓ Plan, develop and implement effective marketing and social media campaigns;
  - ✓ Generate and share daily content and web animations for social media channels (images & videos) that builds traction;
  - ✓ Plan and develop marketing strategies to help drive traffic on social media pages and engagement to the website;
  - ✓ Monitor and analyse the social media presence including social media costs and return;
  - ✓ Stay up to date social media trends and changes
  - ✓ Contribute to the company's blog and write articles/content for the same;
  - ✓ Engage with social media users and respond to queries within TAT.

## Eligibility Criteria

- **Education:** Degree(s)/Major(s): MBA/BBA Marketing
- **Skills:** Content writing, Web Animations, Adobe Photoshop

## Potential Career Path:

- Based on Startup performance and revenue, a promising career to an Expert position.

## Functional Skills / Knowledge Areas

Should be an achiever  
Should be creative  
Should be able to handle heavy work load effectively and efficiently.  
Should be able to implement the designed plans  
Should be a team player  
To be able to work with other divisions and departments for the implementation of the planned strategies

Please share your CV on the following email addresses:

[info@iotapakistan.com](mailto:info@iotapakistan.com)