



Vacancy Announcement

Social Media Content Producer Consultant

The International Foundation for Electoral Systems (IFES) is an international NGO that supports the building of democratic societies around the world. Since 2006, IFES Nepal has worked with the Election Commission of Nepal (ECN) and local civil society partners to enhance citizen participation and strengthen civil society, governance and transparency.

IFES Nepal is seeking a **Social Media Content Producer Consultant** to support IFES Nepal create engaging and inclusive TikTok and Instagram content to support IFES Nepal's voter education social media pages. This consultant position is under the supervision of the Country Director and will be based in Kathmandu.

This is a part-time position (min. 20 hours per week).

Roles and Responsibilities:

- Script and conceptualize TikTok and Instagram Reels content for the voter education social media campaign for the 2022 elections;
- Grow engagement and community size on the campaign social media pages;
- Create engaging TikTok and Instagram content from concept to completion, including, but not limited to, scripting, producing, shooting, editing and motion graphic treatments;
- Draft scripts and content briefs for influencer and content creator partners;
- Respond and engage in real-time to posts, questions, comments and on campaign feeds/accounts, including removing any inappropriate remarks or inaccurate information across the platforms;
- Work cross-functionally with the IFES Nepal program team to ensure that social media content is aligned with voter education goals, campaign aesthetics and identity;
- Edit influencers' videos submitted to IFES Nepal;
- Communicate and collaborate with the IFES Nepal team and external partners including influencers and other content creators to coordinate on revision and finalization of content;
- Research the latest social media trends including news, memes, celebrities, music and more;
- Assist with scouting new influencers and content creators for social media content creation; and
- Leverage campaign performance metrics to drive decision-making and idea generation.

Requirements:

- Proven working experience in scripting and conceptualizing social media content;
- Strong understanding of TikTok and Instagram platforms, including experience in TikTok content creation, trends and best practices;
- 1-2 years of social media experience as influencer, content producer for agency, company/brand or NGO;
- Demonstrable social networking experience and social analytics tools knowledge;
- Adequate knowledge of editing software and experience in filming and editing social videos in a fast-paced environment;

- Positive attitude, strong communication skills, both written and verbal, and strong cross-functional collaboration skills;
- Excellent attention to detail, organization and ability to multitask; and
- Fluency in English.

This position is open to Nepali nationals only. Qualified and interested candidates are requested to send the following materials to ifesnepalvacancy@gmail.com, including the position title in the subject line:

- A resume (PDF with active links);
- Cover letter (PDF);
- Portfolio samples from previous social media projects (including scripts if available);
- Links to Instagram/TikTok accounts you have created or worked to promote; and

The application submission deadline is **5:00 PM on February 16, 2022**. Only shortlisted candidates will be contacted for selection processes. Women, people with disabilities, marginalized and disadvantaged communities are highly encouraged to apply.