

**Position Title:** Marketing Coordinator

**Department:** Clothes Bank

**Reports to:** Project Manager

**Base Station:** Akhuwat Head Office, Lahore

### **Roles and Responsibilities:**

- ❖ Drafting request letters and comprehensive proposals for collaboration with diverse corporate and non- corporate sector.
- ❖ Collaborate with textile mills, shopping malls and fashion brands working in Pakistan for In-kind donation.
- ❖ Dig out international Non-government organization and their area of working in different projects of world and appeal them for In-kind donation.
- ❖ Conduct in-depth research on finding new funding prospects for all initiatives of Clothes Bank.
- ❖ To make project presentation comprising of project introduction, orientation and visibility matter for relevant prospects.
- ❖ Managing, organization and updating relevant data for record keeping.
- ❖ Coordination with ACB teams in different cities to establish awareness campaigns and collection drives as well.
- ❖ Write content for infographics and social media sites, videos to promote upcoming events regarding public awareness to reach out maximum number of prospects.
- ❖ Working with project manager, attending strategic meeting, analyzing plans and help to circulate promotional materials among the community.
- ❖ Submission of weekly and monthly reports to department head.
- ❖ Any other additional task assigned by the manager.

### **Skills:**

- ❖ Communication skills
- ❖ Computer skills
- ❖ Creative skills
- ❖ Leadership skills
- ❖ Management skills
- ❖ Problem Solving skills

**Qualification:** Minimum bachelors in Business Administration (B.A)