



## Service Provider: Project Social media Coordinator (Part-time)

**Organization:** BASMA Society for Culture and Arts.

**Position:** Project Social media Coordinator

**Location:** Gaza, Palestine

### About the Organization:

BASMA Society for Culture and Arts, also known as BASMA, was established in 1991 and officially registered as a local NGO in 2006 by the Ministry of Interior (Registration No. 7591). As a Palestinian non-profit organization, BASMA aims to invigorate the Palestinian cultural movement through a range of high-quality interactive arts, cultural, social, and psychological support programs, as well as skills development activities.

Specializing in theater, drama, and psychological and social support, BASMA operates in the field of culture and the arts. Its primary objective is to contribute to the development of Palestinian society by offering cultural, educational, recreational, and psychological support initiatives tailored to various social segments and Persons with Disabilities (PwDs). BASMA's programs and projects are designed to benefit Palestinian children, youth, women, and PwDs.

These programs encompass courses and campaigns advocating for the rights of marginalized groups and PwDs, psychosocial support programs, and resources such as the "DEAL" guides. BASMA also engages in youth empowerment programs, including the "Dunia al-Shabab" radio initiative, as well as activities to promote volunteerism and encourage youth initiatives for community service. Additionally, BASMA provides training programs to enhance the skills of employees in the technical aspects of acting, directing, and scriptwriting, thereby building their capacity in these fields.

### Project Overview:

BASMA is launching a new project titled "Enhancing the Effectiveness of Drama Extracurricular Activities in North Gaza Government Schools through the Gaza Juniors Theater Club". This project aims to provide drama education and extracurricular activities to students in government schools, fostering their creativity, critical thinking, and self-confidence. The project team works on promoting School-Based Teaching and Learning Excellence in North Gaza at Accessing Quality Education based on Children Puppet Theater and Drama in 2023-2024.



### **Position Overview:**

We are seeking to collaborate with a talented content writer who has a great passion for Social Media Coordinator. We are looking for someone who possesses excellent skills in the creative writing field and content marketing skill, appealing writing news and various reports for content and websites. At Basma, we are interested in hiring a skilled Social Media Coordinator on a part-time basis who can effectively communicate our project's message through appealing writing.

### **Duties and Responsibilities:**

- **Social Media Strategy:**
  - Collaborating with the project team to develop an effective social media strategy aligned with project goals and objectives.
  - Identifying target audiences and tailor content to engage and attract them.
  - Creating a content calendar outlining social media activities and events.
- **Content Management:**
  - Sharing relevant content for social media platforms, including text, images, videos, and infographics.
  - Monitoring and managing the project's social media accounts, responding to comments and messages in a timely and professional manner.
- **Audience Engagement:**
  - Engaging with the project's social media audience, fostering relationships, and driving community participation.
  - Monitoring and responding to comments, inquiries, and feedback, ensuring a positive and engaging user experience.
  - Implementing strategies to increase audience reach, followers, and engagement through creative campaigns and collaborations (or using sponsor posts).
- **Analytics and Reporting:**
  - Tracking, measuring, and analyzing social media performance using relevant tools and platforms.
  - Providing regular reports on key metrics, insights, and trends, and make data-driven recommendations for improvement.
  - Staying up to date with social media trends and emerging platforms to ensure the project's social media activities remain effective and relevant.
- **Coordination:**
  - Coordinating with project team to align social media efforts with overall project objectives.
  - Attend project meetings and provide input on social media strategy and execution.

### **Qualifications:**

1. Holding a Bachelor's degree (Journalism and Media, Arabic Language, English Literature, Marketing, Business Administration, or a related field.



2. Proven work experience as a social media coordinator or similar role.
3. Strong knowledge of social media platforms, trends, and best practices.
4. Proficient in using social media management tools and analytics platforms.
5. Excellent written and verbal communication skills in Arabic language.
6. Creative thinking and the ability to develop engaging content.
7. Strong organizational and time management skills, with the ability to handle multiple tasks simultaneously.
8. Familiarity with project management principles is a plus.
9. Ability to work effectively in a team environment and collaborate with cross-functional teams.
10. Strong organizational and time management skills, with the ability to prioritize and plan effectively.
11. Capable of working well under pressure.

#### **Application Process:**

We kindly invite interested candidates to use the online application link provided **HERE**. Additionally, along with the application, please submit your CV, and cover letter stating your relevant experience and demonstrating your interest in the position, as well as contact details for three professional references.

**Application Deadline:** [20.07.2023]

**Wage:** 150 Euros / month.

Note: Only shortlisted candidates will be contacted for an interview.

Join us in making a positive impact on the lives of children and students in North Gaza through the power of drama education. Apply today and contribute to our mission of fostering creativity, critical thinking, and self-expression among the children of Palestine.

**Notes:** Any advertising costs related to this advertisement will be charged to the selected service provider and paid upon signing the contract.

#### **BASMA Society for Culture and Arts**

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