Marketing Consultant

Are you a strategic thinker with a creative spark and a passion for brand storytelling? IPAC Foundation is seeking a **Marketing Consultant** to elevate our brand presence and drive impactful communication across platforms.

This position is offered under a **Consultancy Agreement**. While there is potential for it to become permanent based on performance and key targets.

🔍 What You'll Do

Strategic Brand Leadership
- Develop and implement long-term marketing strategies to strengthen IPAC's industry presence
- Define and uphold brand identity, voice, and visual standards across all channels
- Analyze market trends and adjust strategies to optimize brand performance

Content & Editorial Excellence
- Lead creation of high-quality content: blogs, newsletters, brochures, video scripts
- Ensure all messaging aligns with IPAC's tone and strategic goals
- Manage editorial calendars and collaborate with internal/external creators

Social Media Strategy
- Drive engagement through targeted social media campaigns
- Monitor performance, optimize content, and interact with our digital audience
- Leverage analytics tools to refine campaign effectiveness

Cross-Functional Collaboration
- Align messaging with operations, HR, and business development teams
- Coordinate with agencies, vendors, and media partners for campaign execution

Strategic Planning and Analysis
- Develop and implement marketing campaigns that support business objectives
- Conduct market research to identify trends and opportunities for content development and social media engagement
- Analyze the performance of content and social media campaigns, providing insights and recommendations for improvement

🎓 What You Bring
- Bachelor's degree with majors in Marketing from a well reputed University.
- 3–4 years of proven experience in brand management and marketing strategy

💼 Office Hours: **Monday–Friday, 9:00 AM – 5:00 PM**

Location: **DHA Phase 6, Lahore** Salary: **PKR 80,000 – 140,000 (based on experience)**

Apply by: 08th October 2025

📧 **Apply Now:** Send your resume to hr@ipacfoundation.org with the job title as the subject line 📱 Or WhatsApp your CV to **0310-8132891**