

# **Social Media Content Manager - Bangladesh**

## **Request for Applications**

### **Summary**

The Vital Strategies Policy, Advocacy and Communication team is seeking a Social Media Content Manager consultant to create, post, promote and manage social media content on its tobacco control social media channels in Bangladesh.

### **Background on STOP Tobacco Bangladesh**

The [Stop Tobacco Bangladesh Facebook page](#) was established in 2017 as part of Vital Strategies' [tobacco control work](#) in the country. As a partner in the Bloomberg Initiative to Reduce Tobacco Use, Vital Strategies supports the adoption of lifesaving policies that reach hundreds of millions of people around the world. Since 2007, we have worked with 44 countries to deliver evidence-based population-level campaigns and build local capacity to raise awareness about the dangers of tobacco. Our campaigns encourage quitting, delay initiation and support policy goals, such as smoke-free environments and tobacco tax increases. Over the long term, this helps to change behaviors around the acceptability of smoking and attitudes about the tobacco industry. Much of our work is focused in Asia, including Bangladesh. To date, our campaigns have been seen by more than 2 billion people.

The [Stop Tobacco Bangladesh Facebook page](#) is a key channel through which we reach our audience in Bangladesh to promote the health harms of tobacco use and advocate for stronger tobacco control policies in the country. Where possible, content is aligned with mass media campaigns (eg. TV campaigns) also supported by Vital Strategies and the local Ministry of Health and Family Welfare. Regular content is posted on the page (Several times per week) in line with current tobacco control policy goals and to raise awareness about the health harms of tobacco in general. Content is also posted on our [Instagram](#) and [Twitter](#) accounts.

### **Scope of Work**

The successful applicant will be tasked with the following:

- Develop engaging and informative content related to our tobacco control work in Bangladesh, with a focus on current policy advocacy, in consultation with our tobacco control team in the country.
- Post new content three times per week, ensuring that it aligns with our mission and goals, on our Stop Tobacco Bangladesh Facebook page, with cross-posting of the same content on Instagram and Twitter accounts.
- Take ownership of content creation, ensuring accuracy and relevance to the campaign and our work
- Manage paid promotions for selected posts through the Facebook Ads Manager to maximize reach and impact, targeting relevant audiences in Bangladesh. Work with our

team in Bangladesh to set a paid promotion budget for each month. Funds for paid promotion will be provided by Vital Strategies directly through the Facebook Ads Manager

- Monitor the performance of posts and report back to us on engagement, reach, and effectiveness. Use successful post performance to guide future content.
- Collaborate with our team to gather insights, input, and support for content creation and promotion strategies.
- Monitor and respond to comments and feedback on our page where appropriate.
- Uphold the organization's mission and values.
- Stay updated on social media platform policies and guidelines to ensure compliance with platform rules.

### **Qualifications of the Consultant**

- Experience in content creation and social media management, with a focus on public health or nonprofit organizations.
- Strong understanding of social media platforms, particularly Facebook, Instagram and Twitter and experience in developing content that engages and informs diverse audiences.
- Proficiency in graphic design tools and ability to create visually appealing and shareable content.
- Experience in executing paid social media promotions on Facebook through the Facebook Ads Manager (setting up and running campaigns, creating target audiences, setting budgets, and tracking metrics). Familiarity with Facebook's advertising policies and willingness to stay updated on platform changes.
- Excellent communication skills, both written and verbal, with the ability to convey complex health information in a clear and accessible manner.
- Ability to work collaboratively with our staff in Bangladesh and ensure alignment with organizational messaging.
- Knowledge of tobacco control issues in Bangladesh.
- Familiarity with the cultural and social context of Bangladesh to ensure content is culturally sensitive and relevant.
- Ability to work independently maintaining high-quality standards.

### **Place and timeline/duration of assignment**

The ideal candidate will be based in Bangladesh, with a deep understanding of the local context and culture and proficient in Bengali and English, as the candidate will be required to create content that resonates with the local audience. This position is remote, with regular check ins via Zoom calls. This is a 6-month contract position, with the possibility of extension based on performance and organizational needs.

### **Compensation**

The selected candidate will receive a monthly compensation of 80,000 taka for the duration of the 6-month contract.

## **Instructions for Respondents**

Independent contractors shall submit a CV and cover letter to [dsvenson@vitalstrategies.org](mailto:dsvenson@vitalstrategies.org)  
Please use “Bangladesh Social Media Consultant” in the subject line of your email.

Note any additional skills you provide that you think may benefit this work.

**Due Date:** Applications close on **Wednesday, February 7, 2024.**