

# BRIDGE

CREATIVE AGENCY FOR  
SOCIAL IMPACT

## HEAD OF SOCIALS

### JOB DESCRIPTION

START DATE:

**ASAP**

SALARY:

**TBC depending on experience**

REPORTING TO:

**Creative Director**

CONTRACT TERM:

**3 Months Probation extended to  
12 Months**

### WHO IS THIS JOB FOR?

- If you love being active on social media, creating content and engaging people online
- If you are, have been, or wish to be an influencer around social causes
- If you know all about social media tactics and trends
- If you thrive in a creative environment surrounded by designers, illustrators, copywriters and strategists
- If you get excited by building and managing an online community
- If you want to be part of meaningful, impactful work and share this with others

### RESPONSIBILITIES

- Develop communication plans and social media strategies suited for our audience and across channels
- Plan and manage the design, content, and production of all marketing materials ranging from social media assets, newsletters, portfolios, client presentations and pitch decks
- Coordinate with the creative team to generate new ideas, strategies and content
- Supervise communication activities to guarantee all content is publication-ready
- Manage all social media platforms of Bridge and engage followers with regular company updates
- Create paid social media campaigns for advertising and schedule social media posts
- Monitor social media metrics and prepare social media engagement and activities reports

### APPLY NOW

Please send a short cover letter, your CV and examples of things you have done on social media to **work@bridge.com.mm**. If shortlisted, we will interview.

### YOUR MISSION

As the **HEAD OF SOCIALS**, you will be managing the online platforms of Bridge. In this position you will be involved in a wide range of activities, ranging from the development of a communications plan to ideating captivating content, managing various social media platforms and reporting on what works. Together with our creative team you will develop, produce and oversee the creation of high-quality content that engages with our audience and builds recognition for our brand and the projects that we deliver.

This would be a good spot for someone who covers at least two of the three below-mentioned areas:

- You are an influencer and are really good at engaging with people online. You know what works for various social media platforms and have experience in developing suitable content and building a strong online presence.
- You understand the numbers of social media management and are able to monitor and report back on results. You have proven experience in creating an engaged following base and know how to reach the right audience.
- You enjoy developing communication plans and seeing these come to life. You have the capacity to see the bigger picture and determine which communication activities fit well with the Bridge brand.

## **YOU SHOULD DEMONSTRATE**

- A track record of exciting and impactful social media campaigns that you have been part of including examples of content created for Instagram, Facebook and TikTok
- In-depth understanding of social media platforms and metrics (incl paid social media advertising)
- Ability to think creatively, come up with catchy content and think out of the box
- Outstanding written and verbal communication skills with an eye for detail
- Fluency in written and spoken English and Burmese
- Excitement about the social impact work that Bridge does and an interest for the creative industry, arts, and social behavioral change communication

## **BENEFITS**

- Above industry pay scale
- Use of an Apple laptop, or help buying one of your own
- The software you need, a power bank and monthly phone credit
- Emergency health cover contribution
- Flexible work hours, working from home or downtown office

## **ABOUT BRIDGE**

Bridge is a creative agency for social impact. We help organizations create scalable impact and people change for good, through communications interventions that deliver sustainable social and behavioral change.

We do this across many sectors and/or thematic areas including child protection, education, health, youth empowerment, gender equality and human rights. Our award-winning social and behavior change communication services range from strategy to concept development and campaign roll-out.

We are a diverse team of experienced professionals with a mix of backgrounds in academia, established private and development sector organizations and diverse religions, genders and sexualities.

We provide equal opportunities and a fun, inclusive environment for all our employees. Please apply whatever your ethnic origin, national origin, gender, race, colour, religious beliefs, disability, sexual orientation or age.

**Create. Communicate. Change.**

**Find out more at [bridge.com.mm](http://bridge.com.mm)**

