

WE ARE  
**HIRING!**

# PROGRAM PRODUCER

## **Job Role:**

The program Producer will be responsible for effectively communicating, planning, strategizing, and growing the existing platform to align with the organization's vision and goals. Responsible for enhancing the company's visibility in both local and international markets across all age groups.

## **Key Responsibilities:**

- **Create Compelling Visual Content:** Develop videos and other visual materials that effectively communicate complex economic concepts and policy issues in a visually appealing manner.
- **Content Planning and Strategy:** Devise and implement content plans and strategies that align with Advocata's objectives and enhance our online presence and engagement.
- **Script Writing and Proofreading:** Write scripts for videos and other multimedia content, ensuring accuracy, clarity, and adherence to Advocata's brand guidelines. Proofread all content to maintain high standards of quality and professionalism.
- **Research and Analysis:** Conduct research to understand audience preferences, economic trends, and political developments. Use insights to inform content creation strategies and ensure relevance and impact.
- **SEO and Content Distribution:** Utilize SEO techniques to optimize content visibility across various digital platforms and maximize reach and engagement.

## **Required Qualification and Experience:**

- **Educational Background:** Diploma or higher in journalism, communication, video production, or a related field.
- **Experience:** Proven experience (minimum 2 years) in visual content creation, with a strong portfolio showcasing your creative abilities and understanding of visual storytelling.

**Email** your CV to [careers@advocata.org](mailto:careers@advocata.org)  
**Subject Line:** Program Producer



[www.advocata.org](http://www.advocata.org)



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