

# IT & Media Designer

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Phone :

Web :



## Job Summary

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Vacancy :

Deadline : Feb 20, 2025

Published : Feb 17, 2025

Employment Status : Full Time

Experience : Any

Salary : As per ASOW Salary Scale

Gender : Any

Career Level : Any

Qualification :

### About Afghan Social Organization for Women (ASOW):

Afghan Social Organization for Women (ASOW) is a non-governmental, non-profit, and non-political Afghan national organization established and registered with the Ministry of Economy in 2020. ASOW works for the development of Afghan society, especially women and children through providing education services, arranging capacity-building programs, imparting vocational skills training, ensuring food security, and emergency relief assistance in times of natural or man-made calamities. ASOW aims to improve the socio-economic condition of women throughout the country by providing necessary assistance and designing programs that will equip them with the right skills to take an active part in the development of society.

### Job Description:

#### Job Brief

We are seeking an experienced and motivated IT & Media Designer to ensure that ASOW's computing systems and equipment operate efficiently and effectively and oversee all media activities and platforms for ASOW, including the official website and social media pages.

The IT & Media Designer will oversee IT infrastructure, manage technical staff, and support data-driven project activities. Success in this role requires in-depth knowledge of industry best practices, a proven track record of effective technical management, and expertise in information systems, hardware, and software.

The IT & Media Designer will lead efforts to craft compelling content, manage media relations, and establish a cohesive online and offline presence aligned with ASOW's mission and goals. This role requires a dynamic individual who stays ahead of media and digital trends, understands the importance of impactful media strategies, and uses innovative approaches to amplify ASOW's outreach and stakeholder engagement.

#### Responsibilities

##### 1. Information Technology

- Manage IT staff, including training, setting expectations, and monitoring performance.
- Oversee the activities of SCOPE registration officers and maintain the SCOPE Registration Database.
- Support project teams with data collection, analysis, and record-keeping.
- Monitor daily IT operations, including server hardware, software, and operating systems.
- Coordinate the installation, upgrading, and maintenance of technology systems.
- Select and procure new and replacement hardware and software as needed.
- Test, troubleshoot, and modify information systems to ensure optimal performance.
- Generate performance reports for operating systems and IT services.
- Ensure compliance with applicable laws, codes, and regulations in all IT activities.
- Evaluate technology risks and develop network disaster recovery plans and backup procedures.
- Stay current with advancements in technology and integrate industry best practices into operations.
- Perform other duties as assigned by the Admin Manager.

##### 2. Media Design

- Conduct in-depth research on audience preferences, emerging trends, and platform-specific benchmarks to inform strategy.
- Develop and execute a comprehensive media strategy that integrates social media, website content, and traditional media to enhance ASOW's brand image.
- Set measurable objectives, track performance metrics, and prepare detailed analytical reports on media impact and engagement.
- Create, curate, and manage high-quality, engaging content (text, images, and videos) tailored to diverse platforms.
- Oversee the management and updating of the ASOW official website, ensuring accuracy and alignment with organizational messaging.
- Collaborate with internal teams, including Projects, HR, and Directorate, to ensure consistent messaging and branding across all platforms.
- Engage actively with followers, respond to comments and inquiries in a timely and professional manner, and monitor reviews to improve stakeholder satisfaction.
- Oversee the visual identity and content design of all media platforms, including cover images, profile pictures, and website layouts.
- Stay current with advancements in media tools, digital marketing trends, and content creation technologies.
- Manage and coordinate the activities of photographers, media officers, graphic designers, and web designers to deliver cohesive campaigns.
- Build and maintain relationships with media outlets, influencers, and stakeholders to amplify ASOW's media presence.
- Lead the planning and execution of advertising campaigns, including budgeting and targeting strategies.
- Ensure compliance with ethical guidelines, organizational policies, and data protection regulations in all media activities.
- Perform other duties as assigned by the Admin Manager.

### Job Requirements:

#### Requirements

- Bachelor's degree in Information Technology, Computer Science, Software Engineering, or a related field.
- Proven experience in managing IT infrastructure, systems, and services.
- Expertise in computer networks, network administration, and installations.
- Proficiency in computer hardware, cabling installation, wireless technology, and IT security.
- Strong management and leadership skills to guide IT teams effectively.
- Proven experience as a Media Designer or in a similar role, with a strong portfolio of successful campaigns across multiple platforms.
- Proven experience in Marketing, Communications, Digital Media, or a related field. Advanced certifications in media strategy or digital marketing are a plus.
- Expertise in content management, media relations, and storytelling across digital and traditional media channels.
- Exceptional copywriting and editing skills, with the ability to craft messages that resonate with diverse audiences.
- Strong understanding of digital marketing concepts, online advertising, and audience segmentation.
- Familiarity with web design and maintenance, as well as graphic design tools such as Canva, Adobe Creative Suite, or similar platforms.
- Excellent communication and interpersonal skills, with the ability to collaborate across teams and with external stakeholders.
- Exceptional multi-tasking and time-management abilities to prioritize tasks efficiently.
- Highly organized and detail-oriented, with excellent analytical and problem-solving skills.
- Flexibility to adapt to changing requirements and work schedules.

#### Submission Guideline:

ASOW is accepting CVs for the above-mentioned position. Interested individuals can submit their applications via email to [hr@asow.org](mailto:hr@asow.org). Please mention the Vacancy Number (ASOW-HR-037) in the subject line to be considered for shortlisting. Only shortlisted candidates will be contacted for further follow-up. Please note that prescreening criteria may be applied to expedite the selection process. Kindly understand that participation in screening interviews and additional information requests do not guarantee employment.

#### Submission Email:

[hr@asow.org](mailto:hr@asow.org)

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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