



Communications and Research Officer Full time (Hybrid), Islamabad, Pakistan

Who we are

Cities for Children (CfC) is a non-profit organization that is working to support the learning and well-being of children living in urban poverty. CfC's main goal is to protect the "right to childhood" – right to read, to play, and to safety. We see, count and care about vulnerable children that few others currently serve, including those from refugee and migrant communities who settle on the margins of cities. Many of these children are 'on' or 'of' the streets and are forced to choose between going to work or school. Our programmes help associate learning with joy and motivate children to stay in education.

What we do

Especially for children at risk and on the move, we want to create a store of happy memories that build their resilience. We create thoughtful and impactful programmes under our 'Right to Childhood' approach, weaving together three strands to promote both learning and wellbeing:

We develop impactful programmes that associate learning with joy, encouraging children to stay in school.

- **Right to Read:** Our flagship initiative "Seekho Sikhao Saathi" or "Partners in Learning," employs a child-to-child model where children in grades 5-7 are empowered to deliver playful early learning sessions for children at the preschool level. Our various iterations of this programme have reached over 4000 children across urban, peri-urban, and urban slum settings in Pakistan.
- **Right to Play:** Our "Hansti Basti" or "Happy Hoods" programmes provide street-connected children with playful learning opportunities to foster resilience and create lasting positive memories.
- **Right to Feel Safe:** Through our "Maar Nahi, Pyar" or "Care, Don't Scare" initiative, we advocate against the culture of violence and corporal punishment within and outside schools. To date, we have reached over 300 teachers in government, private and community schools, equipping them with knowledge of alternative positive discipline methods through training workshops and other resources.

About the Role

This is an exciting opportunity to shape how Cities for Children communicates its story and impact—both within Pakistan and internationally. The Communications and Research Officer will lead on digital content creation, social media strategy, advocacy campaigns, and brand development. You will work closely with the CEO, Programmes Manager and Programmes team to ensure our message is clear, compelling, and aligned with our values and strategic goals.

This is a full-time role (5 days/week), ideal for a creative and proactive communicator who is passionate about child rights and social impact.

Key Responsibilities

1. Social Media & Digital Communications

- Manage and implement a weekly content calendar across Facebook, Instagram, Twitter, and LinkedIn
- Create engaging multimedia content including posts, graphics, stories, and reels
- Monitor analytics to refine content strategy and improve engagement

2. Storytelling & Content Creation

- Gather content from ongoing field programmes (quotes, photos, videos)
- Write compelling impact stories and blog posts that reflects Cities for Children's vision and showcases our work

3. Campaigns & Advocacy

- Plan and implement digital campaigns aligned with advocacy goals, particularly around supporting out-of-school girls and ending corporal punishment
- Contribute to network growth through outreach

4. Research and Reporting

- Support the CEO and Programme Manager in identifying strategic opportunities and developing compelling, donor-aligned proposals
- Support the development and formatting of high-quality reports for internal and external stakeholders

Who We're Looking For

- Excellent written and verbal communication skills in English and Urdu
- Bachelor's degree in Marketing, Communications, Media, Development Studies or a related field
- Relevant experience in communications, digital media, or campaign work
- Self-starter with the ability to work independently, take initiative, and manage competing priorities
- Strong organisational and time management skills
- Comfortable working with digital tools (Google Suite, WhatsApp, Zoom, Canva, etc.)
- Demonstrated interest in the development sector, especially child rights and education
- Collaborative and adaptable mindset; ability to work with a diverse and remote team

How to Apply

Please submit your [resume/CV along with a cover letter](#) detailing your relevant experience and explaining your interest in the position by 26th May, 2025. Include contact information of at least two professional references. Applications should be sent to comms@citiesforchildren.co with the subject line "Communications and Research Officer Application - [Your Name]."

Note: Only shortlisted candidates will be contacted for an interview.