



Job description

Department: Media and Communication

Position: Social Media Content Editor Specialist

Location: Ramallah

Reports to: Director of Media and Communications

Job Purpose: To manage and execute Taawon's daily digital content presence across social media platforms, ensuring alignment with institutional messaging, audience engagement, and disciplined publishing in line with the approved content strategy.

Key Duties and Responsibilities

- Execute and manage the social media editorial line.
- Develop and implement monthly and quarterly content plans.
- Write, edit, and adapt content for platform-specific formats.
- Coordinate with designers and video editors for content production.
- Manage official accounts and monitor engagement.
- Support digital campaign execution in coordination with relevant units.
- Track performance metrics and provide periodic insights and recommendations.

Qualifications & Experience

- Experience in social media management or digital communications.
- Skill in creative writing for social media platforms.
- Solid understanding of digital audience behavior and engagement dynamics.
- Highly organized with strong time management skills.
- Ability to work effectively in a dynamic, fast-paced environment.

Key Performance Indicators (KPIs)

- Adherence to the approved publishing schedule.
- Annual improvement in engagement rate.
- Measurable growth in organic reach and content interaction.
- Reduction in last-minute content requests.
- High internal satisfaction from coordination with design and digital teams.
- Timely delivery of campaign-related content.