

Job Description	
Job Profile	
Job Title	VP Marketing
Reporting to	EVP - Development
Role Description	Custodian of TCF's brand, driving strategies that amplify awareness, deepen donor engagement, and strengthen TCF's position as an impact driven organization working towards addressing education issue in Pakistan.
Grade	
Job Location	Karachi
Function/ Department	Development Department
Profile Benchmarks	
Min. Qualification	<ul style="list-style-type: none"> • Masters in Business Administration or a similar discipline • Experience: 8–12 years of progressive marketing leadership experience, preferably with exposure to both corporate brand marketing and nonprofit fundraising/communications.
Experience Required & Job Responsibility	<p>Brand Leadership & Strategy</p> <ul style="list-style-type: none"> • Lead the development and execution of an integrated brand strategy aligned with TCF's mission and global growth objectives. • Ensure brand consistency, tone of voice, and storytelling across Pakistan and international partner offices. Champion innovation in digital storytelling, designing for donor engagement as well as mass marketing activities which drive virality and drives organic reach focusing on key problem statement and impact which TCF is creating • Design scalable marketing frameworks and workflows that enable country teams to localize campaigns while maintaining brand integrity. <p>Performance & Digital Marketing</p> <ul style="list-style-type: none"> • Drive performance marketing strategies to maximize donor acquisition and retention, ensuring optimal ROI on marketing spends. <p>Events & Donor Engagement</p> <ul style="list-style-type: none"> • Oversee high-impact fundraising and donor engagement events, including galas, concerts, and community activations.

	<ul style="list-style-type: none"> Partner with Development/front live staff to create experiences that inspire giving and build long-term relationships (across all segments/tiers) – ie. all elements of the operational value chain (e.g. front line staff, students, alumni, donor network etc.) <p>External Relations & Partnerships</p> <ul style="list-style-type: none"> Build and strengthen strategic partnerships with corporates, donor organizations, and influencers to enhance TCF’s brand equity. Lead design & engagement of co-branded campaigns and collaborations that extend TCF’s reach and reputation. <p>Team Leadership & Capacity Building</p> <ul style="list-style-type: none"> Mentor, inspire, and manage a high-performing marketing team across digital, creative, and events functions. Build capacity within country partner teams by sharing tools, guidelines, and best practices. Foster a culture of innovation, collaboration, and continuous improvement.
Age	30 years+
Critical Skills	<ul style="list-style-type: none"> Proven expertise in ATL, BTL, and digital performance marketing. Strong understanding of brand storytelling, ad production, and content strategy. Track record of designing and executing successful large-scale events, activation programs and brand campaigns. Exhibit traits and attributes of a strategic thinker/mindset, collaborative leader, adaptable across cultures, and deeply motivated by TCF’s mission to provide quality education for all.