

Job Description	
Job Profile	
Job Title	Digital Associate
Job Location	TCF - Head Office, Karachi
Job grade	JG-5/6
Function/ Department	Marketing
Job Type	Full-time
Profile Benchmarks	
Minimum Qualification	Bachelor's degree in Marketing, Digital Advertising or relevant field
Experience Required	At least 1 to 2 years of work experience in media planning and buying or digital marketing
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Job Responsibilities	Role Summary We are seeking a dynamic and data-driven Assistant Manager - Global Growth to lead international donor acquisition and drive digital fundraising performance across key global markets. This role will be instrumental in expanding TCF's brand presence and optimizing digital campaigns to maximize ROI. Key Responsibilities Strategy & Planning Develop and execute digital growth strategies across global markets (US, UK, Canada, Middle East, Europe, Australia, Pakistan). Identify and prioritize high-potential donor segments and geographies. Manage digital media budgets for TCF and its country partners. Campaign Execution Lead media planning and buying across platforms including Meta, Google, and programmatic channels. Manage end-to-end digital campaigns from ideation to launch and optimization. Analytics & Reporting Monitor campaign performance using GA4, attribution models, and platform analytics. Generate actionable insights to improve conversion rates and fundraising ROI. Stakeholder Management Collaborate with internal teams and external partners to align on campaign goals and deliverables. Manage relationships with media agencies, platform reps, and tech vendors. Platform & Product Oversight Oversee updates to fundraising products and donation platforms. Manage website content, user experience, and conversion funnel optimization.

	Growth & Innovation Explore new digital channels and partnerships to expand TCF's global reach. Stay updated on industry trends and emerging tools to enhance performance. Preferred Skills • Proficiency in Meta Ads Manager, Google Ads, and Google Analytics 4 (GA4). • Strong understanding of attribution models, conversion tracking, and ROI analysis. • Experience with website management, donation platforms, and CRM tools is a plus. • Excellent communication, analytical, and project management skills.
Application Deadline:	
Apply at:	
TCF Website:	https://www.tcf.org.pk
Expected Joining Date	ASAP