

Job Description: Social Media & Digital Advocacy Associate

Organization: Public Interest Law Association of Pakistan (PILAP.PK)

Focus: Constitutional Rights Promotion, Public Interest Litigation (PIL), and Socio-Legal Advocacy

Location: [Remote]

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About the Role

PILAP is seeking a **Social Media & Digital Advocacy Associate** to bridge the gap between complex legal victories and public awareness. Unlike traditional marketing roles, this position focuses on human rights promotion, digital rights advocacy, and environmental justice. You will translate PILAP's legal strategies—ranging from data protection to the eradication of manual scavenging—into compelling digital campaigns that drive systemic reform and citizen engagement.

Key Responsibilities

- **Advocacy Campaign Development:** Design and execute digital media strategies for PILAP's core objectives, including digital rights and data privacy, women's inheritance rights, and the fundamental right to health.
- **Strategic Storytelling:** Translate technical legal milestones and court rulings into accessible, "human-first" content that explains how constitutional rights affect daily life.
- **Digital Rights Promotion:** Lead social media campaigns challenging internet shutdowns and data privacy violations, specifically targeting freelancers, students, and marginalized communities requiring digital connectivity.
- **Platform Management & Growth:** Manage PILAP's presence across LinkedIn, X (Twitter), Instagram, and Facebook to foster a community of digital rights advocates and environmental watchers.

- **SEO & Digital Visibility:** Optimize digital content to ensure that information regarding Right to Information (RTI) applications and legal aid resources is easily discoverable by those in need.
- **Stakeholder Engagement:** Develop digital briefs for partner organizations to ensure a unified voice for collaborative advocacy projects focused on socio-legal reform.
- **Monitoring & Social Listening:** Use digital tools to monitor public sentiment on human rights issues and advise the legal team on potential areas for new Public Interest Litigation (PIL) based on trending grievances.
- **Content Production:** Create high-impact visual assets (static posts, reels, infographics) for initiatives like environmental toxicity mapping or legal accountability dashboards to hold government agencies accountable.

Education & Experience

- **Education:** Bachelor's/Master's Degree in Marketing, Media Studies, Digital Communications, or a related field.
- **Experience:** 1-2 years of experience in Social and Digital Marketing. Experience with NGOs, legal advocacy groups, or social impact agencies is highly preferred.
- **Knowledge:** A strong interest in the Constitution of Pakistan, human rights, and the legal landscape. Familiarity with digital rights (Data Protection/Privacy) is a plus.

Required Skills

- **Independent Thinker:** Ability to devise creative digital solutions to complex social problems.
- **Communication:** Exceptional bilingual (English/Urdu) copywriting skills with a "distinct voice" for rights-based advocacy.
- **Analytical Ability:** Skill in interpreting data (like RTI responses or

pollution data) and presenting it visually to the public.

- **Tools:** Proficiency in social media management tools, Canva/Adobe Creative Suite, and basic video editing.

Note: "We are an equal employment opportunity employer. We encourage applications from women, minorities, and persons with disabilities."