**Job Description of Office Assistant**

* Create content (stories, photos, images, campaigns, audio, video, info graphics, etc.) for Social Media pages of OPF.
* Upload posts on OPF's Facebook, Twitter, and Instagram sites after approval of competent authority.
* Continuously update and implement OPF's digital engagement strategy.
* Maintain current information on OPF's social media accounts.
* Plan specific, timely campaigns across all platforms in line with current events and trends.
* Promote content through social media campaigns (reviewed and changed on weekly monthly basis dependent on analytics results).
* Manage the creative side and analytics side of campaigns and demonstrate this through results.
* Designing of classified advertisement for print media and other designing work of section when required.
* Video creation/editing for various events of OPF.
* Scanning news items on daily basis for press clippings.
* Any other task given by senior management.