



Rythmus Foundation

Job Description

Position Title:	Field Advertising Officer
Key Responsibility:	- Implement and manage field advertising campaigns using outdoor media like billboards, banners, and flyers in targeted locations. - Organize community engagement events and grassroots activities to promote the NGO's mission and campaigns directly with local audiences. - Coordinate the production, distribution, installation, and maintenance of all physical advertising materials. - Build and maintain relationships with community leaders, local organizations, and - stakeholders to enhance campaign reach and effectiveness. - Monitor and evaluate campaign impact in field locations, collecting data on visibility and audience engagement. - Manage the field advertising budget, ensuring cost-effective resource allocation and vendor negotiations. - Collaborate with internal communications and marketing teams to ensure brand consistency and strategic alignment. - Liaise with external partners, media vendors, and local authorities to secure optimal advertising placements. - Maintain detailed records of advertising activities, placements, costs, and outcomes for reporting purposes. - Gather community feedback to assess advertising effectiveness and inform future campaign strategies.
Essential Skills	Field Campaign Management: Proven ability to execute and manage outdoor and grassroots advertising campaigns in community settings. Community Engagement & Interpersonal Skills: Excellent relationship-building and communication skills to effectively connect with diverse local populations. Logistical Coordination: Strong organizational skills for managing material production, distribution, and installation logistics. Vendor & Stakeholder Management: Experience in negotiating with suppliers and building partnerships with local community figures and organizations. Monitoring & Reporting: Competence in tracking campaign performance, collecting data, and preparing effectiveness reports. Adaptability & Problem-Solving: Ability to work independently in challenging field conditions and creatively resolve operational issues.
Location	Remote
Qualification	Any Graduate
Experience Required	03 to 05 Years relevant experience.
Nature of Job	Full-Time / Part-Time / Contractual On-site / Hybrid / Remote