



Rythmus Foundation

Job Description

Position Title:	Global Field Advertising Officer
Key Responsibility:	- Develop and implement a comprehensive global advertising strategy that aligns with the NGO's mission and is adaptable to regional priorities. - Lead the end-to-end management of multi-channel advertising campaigns (digital, print, outdoor, radio, TV) across diverse international markets. - Collaborate with and guide country/regional offices to localize campaigns for cultural relevance while ensuring global brand consistency. - Oversee the development of all creative advertising materials, coordinating with external agencies and internal teams to produce high-quality content. - Manage global digital advertising campaigns using platforms like Google Ads and social media, optimizing for performance and audience engagement. - Conduct market research and analyze audience insights to identify new opportunities and use data to optimize campaign ROI and effectiveness. - Develop and manage the global advertising budget, tracking expenses and key metrics (CPI, CPC, and ROI) to ensure strategic resource allocation. - Cultivate and manage strategic partnerships with global media outlets, influencers, and brands to amplify reach and create co-branded campaigns. - Oversee field-level advertising activations in coordination with regional offices, ensuring a seamless integration between global digital and local grassroots efforts. - Monitor, analyze, and report on campaign performance against KPIs for all markets, providing insights and recommendations to senior management.
Essential Skills	Global Campaign Management: Proven experience in strategizing, launching, and managing integrated advertising campaigns across multiple international regions and channels. Digital Advertising Expertise: High proficiency with digital ad platforms (e.g., Google Ads, Facebook/Instagram Ads, LinkedIn) and a strong understanding of PPC, targeting, and analytics. Cross-Cultural Communication & Sensitivity: Exceptional ability to work effectively with diverse, global teams, adapting messaging and strategies to different cultural and linguistic contexts. Strategic Budgeting & Financial Acumen: Demonstrated skill in developing and managing significant global budgets, with a focus on ROI, cost-efficiency, and transparent financial reporting.
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