SEEFAR

Social Media Officer Roster

Summary

Languages: English, plus one of 12 roster languages (Pashto, Dari, Levantine Arabic, Sudanese Arabic, Bengali, Egyptian Arabic, Urdu, Moroccan Darija, Iraqi Arabic, Kurdish Sorani, Kurdish Badini and Somali).

Role: Launch, run and moderate localised Facebook and Instagram campaigns, including paid Lead Generation Ads, in your language.

Based: Remote, from anywhere.

Roster: Unpaid standby pool from January 2027 to May 2029. Joining is not a job offer.

Reports to: Social Media Manager.

Contract: Consultancy contract per campaign.

Why this roster

New Pathways to Resilience (NPR) is a three-year project funded by the EU's Asylum, Migration and Integration Fund (AMIF). It is built around Seefar's Crisis Adaptation Mechanism (CAM), which lets the project respond when migration patterns shift. When a monitored indicator crosses its threshold, a campaign may be activated for a new audience or language, and Seefar then has two weeks to launch it. That is too short to recruit from scratch, so we keep an unpaid standby pool of vetted Counsellors, Social Media Officers and Monitoring Officers for 12 languages, ready to be contracted the moment a campaign is approved.

Who we are

Seefar Foundation is a social enterprise with a simple mission: to transform the lives of vulnerable people. Through programmes rooted in technology, psychology and behaviour change, we help people build the skills and confidence they need to make a positive contribution to their communities. It's how we support governments in finding solutions to challenges around irregular migration, poverty, human trafficking, violent extremism, access to justice, and more.

Our exceptional team of over 100 consultants are problem solvers and innovators, delivering programmes and high impact research. Together, we solve difficult, high impact problems for governments and NGOs across communications, digital, and research, monitoring and evaluation in Africa, Asia, and Europe.

Your Responsibilities

1. **Campaign launch, content and advertising (70%).** Adapt NPR's template ads, messaging manual, M&E forms and training modules into your language. Create, launch and moderate localised Facebook and Instagram Lead Generation Ads. Manage paid advertising, especially Lead Generation Ads through Meta Ads Manager, use AI tools to guide targeting and audience segmentation, monitor analytics, run A/B tests and refine the campaign accordingly. Map out and reach out to relevant social media influencers to contract them for ad content production.

2. **Research and coordination (20%).** Research your audience's migration context and trends, and the local livelihood and training opportunities that counsellors can refer people to. Work with the counselling team so that people who reach out through the pages are signposted and followed up quickly. Where useful, work with influencers or diaspora figures to extend the campaign's reach and promote service uptake, and report regularly on progress to the Social Media Manager.

3. **Ethics, safeguarding and learning (10%).** Keep digital engagement ethical, secure and inclusive, moderate harmful or unsafe content, and flag any safeguarding concerns immediately. Contribute ideas to Seefar's wider experimentation with digital marketing and AI tools, and take on other communications tasks as required.

Who you are

To succeed, you'll need:

- At least 3 years' experience running digital or social media campaigns on Meta and possibly TikTok.
- Fluency in English and in at least one roster language.
- Proficiency in Meta Ads Manager and Lead Generation Ads.
- Proven experience creating and optimising multimedia content for behaviour change.
- Familiarity with your audience's migration dynamics and digital ecosystem.
- Strong research, writing and analysis skills.
- Proficiency working fully remotely with Google Suite, and a reliable internet connection.
- Your own laptop.
- The ability to work as an independent consultant and receive payments in EUR by international bank transfer.

You should meet all of the above. It's a bonus if you have:

- Fluency in a second roster language or dialect.
- Proficiency in Google Ads and Google Analytics.
- Experience working with social media influencers on digital campaigns, and knowledge of the influencer landscape in your audience's country of origin.
- Prior experience on psychosocial, humanitarian or migration-related campaigns.
- Experience with safeguarding, gender-sensitive and conflict-aware communications.

How you work

Spoken/Written English	You write clear notes and observations in English that others can act on.
Roster language	You write and moderate fluently in one of these 12 languages: Pashto, Dari, Levantine Arabic, Sudanese Arabic, Bengali, Egyptian Arabic, Urdu, Moroccan Darija, Iraqi Arabic, Kurdish Sorani, Kurdish Badini, Somali.
Localisation	You adapt posts, forms and modules without losing their meaning.
Paid advertising	You run and optimise Meta campaigns, including Lead Generation Ads.
Behaviour change	You turn a messaging manual into posts people stop for and act on.
Analytics	You read the numbers, run A/B tests and change course quickly.
Moderation	You keep pages safe and respectful, and know when to escalate.
Audience insight	You know how your audience uses social media and talks about migration.
Digital skills	You are comfortable with Google Suite and pick up AI tools quickly.
Self regulation	You respond constructively to professional and emotional challenges.

How the roster works

- **It is not a job offer.** Joining the roster does not guarantee work, and you can work elsewhere in the meantime.
- **Everyone in the pool counts as equally qualified.** When a campaign is activated, we pick the best match on language, gender, location and availability. The reason for every choice is recorded.
- **When a campaign is approved,** we contact Social Media Officers at least one week before starting.
- **Quarterly check-ins.** Every three months we ask whether you want to stay, pause or leave, and whether you could start within your notice period. Missing one check-in makes your place dormant; missing two in a row means it expires and your data is deleted.
- **You remain on the roster** until you choose to leave, miss two check-ins in a row, or NPR ends in May 2029.

What we offer

- Paid training once you are hired.
- Freedom to work elsewhere while on the roster, and to decline an offer without penalty.
- Work from anywhere, and return to the pool or apply for other Seefar roles after a campaign.
- Only months worked on an activated campaign are paid.

Who you'll work with

You will report to NPR's Social Media Manager and work closely with the counsellors who speak to the people your pages reach, and with the Project Manager who activates each campaign. You will join a team with a mix of perspectives, backgrounds, technical expertise and lived experience, working across Europe, the Middle East, Africa and Asia.

Apply

On or before **20 November 2026**, complete our **online application form**. You will need to upload your CV. Our process: application form and screening, a short recorded interview through MyInterview, an interview on Google Meet, then a reference check with one recent employer and due diligence before you join the roster. The roster is unpaid and does not guarantee work.

Timeline (indicative)

- **By 20 November 2026:** Apply. We review applications as they arrive, so we encourage you to apply early.
- **20–27 November:** Shortlisted candidates are invited to a short recorded interview on MyInterview, to complete within 5 days.
- **Mid-December:** Candidates for the first campaigns may receive a contract offer.
- **December 2026 – January 2027:** Selected candidates have a 20-minute interview on Google Meet, followed by a written reference check and due diligence. Those who pass join the roster. Former Seefar consultants with a strong record skip the interviews.
- **January 2027:** First campaigns start. Everyone else stays on the roster until a campaign in their language is activated.

Dates may shift. We will email you at each stage, including if your application does not go forward.

We are also recruiting Counsellors and Monitoring Officers for the NPR roster. See their terms of reference on our website.