

THE WATER AGENCY

Job Description

Social Media & Campaigns Manager

Location	Jakarta, Indonesia	Contract Type	Project-Based (6 Months)
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ABOUT THE WATER AGENCY

The Water Agency (TWA) is a social enterprise that aims to increase the positive impact of international water projects in Asia through stakeholder engagement, community-based projects, and water education. With a team of consultants in Indonesia, Vietnam, and Myanmar, we work on exciting, innovative water and climate projects for a broad range of clients and partners from Asia, Europe, and South America.

Some examples of our work include: collaborating with local and international water experts through our Water Hub to implement community-based projects and provide practical knowledge and expertise to local communities (Mekong Salt Lab, Green Batik Pekalongan); organising Asia Raincraft, where we work with communities in various cities to inclusively design their neighbourhoods using Minecraft (Yangon Raincraft, Bali Raincraft); hosting the Asia Water Challenge, an innovation competition for students and young professionals (Water for Food Youth Challenge, Vietnam Aquaventure); and developing Asia Water Academy, a dedicated platform for water education.

THE ROLE

The Social Media and Campaigns Manager will manage and coordinate the development of the Green Batik social media communications across multiple communication platforms (for example: Instagram and LinkedIn). This role is responsible for planning, preparing, publishing, and reviewing social media content in line with organisational and project priorities.

The role will also design and run social media campaigns to support key project milestones, events, and priorities (e.g. artisan spotlights, workshop launches, sustainability initiatives). This includes setting campaign objectives, developing a content and posting calendar, coordinating any paid promotion where applicable, and tracking performance against agreed metrics. Campaign results will be reported regularly, with recommendations for adjustments to keep social media efforts aligned with project goals.

The project team will provide photos, field updates, activity information, and other relevant content inputs. Where existing content is unavailable or not suitable for use, the Social Media and Campaign Manager should be able to capture their own photos or footage to support content needs. The Social Media and Campaign Manager will shape these inputs into social media content, including captions, visual direction, post formats, and messaging. Content will be reviewed and approved by the Project Manager before publication.

KEY RESPONSIBILITIES

Social Media Planning and Coordination

- Develop and maintain a social media content plan, aligned with organisational priorities, project activities, and campaign needs.
- Under regular update, the content plan should be adaptable and regularly updated based on new photos, field updates, partner inputs, events, and emerging communications opportunities.
- Work closely with project team to identify communications priorities, key messages, stories, and moments for visibility and engagement.
- Translate technical or project-related information into clear, accessible, and engaging social media content.
- Ensure consistency of tone, messaging, and content quality across social media outputs.
- Deliverables include flexible content calendars and campaign content plans.

Social Media and Campaign Management

- Lead day-to-day social media communications across Instagram and LinkedIn, including content planning, caption writing, scheduling, publishing coordination, and audience engagement.
- Prepare social media content using photos, updates, and project information provided by the project team.
- Coordinate with the Project Manager for content review and approval before publication.
- Prepare and publish posts during active campaign periods, while supporting steady growth in engagement and reach against agreed-upon metrics.
- Design and run social media campaigns to support key project milestones, events, and priorities (e.g. artisan spotlights, workshop launches, sustainability initiatives).
- Set campaign objectives and develop supporting content and posting schedules.
- Coordinate any paid promotion or boosted posts where applicable.

Reporting and Improvement

- Track and analyse social media campaign performance across platforms using agreed metrics.
- Prepare regular communications summaries with key outputs, basic performance highlights, and practical recommendations for improving content performance and communications processes.
- Deliverables: monthly communications summary with key outputs, performance highlights, and recommendations where relevant.

QUALIFICATIONS & REQUIREMENTS

Education

- Bachelor's degree in Communications, Media, Journalism, Public Relations, International Relations, or a related field would be preferred.

Experience

- Experience managing social media platforms, especially Instagram and LinkedIn.
- Experience developing social media content calendars, campaign content, captions, and digital communications materials.
- Experience producing or coordinating written and visual communications outputs.
- Strong interest in or experience with water, climate, sustainability, education, youth engagement, or community-based initiatives.

Language & Communication

- Fluency in Bahasa Indonesia (written and spoken) is required.
- Professional proficiency in English is required for reporting and coordination.
- Excellent writing and editing skills in English, with the ability to tailor content for different audiences and platforms.

Personal Attributes

- Ability to work in a hybrid arrangement, including attending a weekly in-person coordination meeting and travelling to Pekalongan as needed.
- Ability to translate technical or project-related information into accessible and engaging communications materials.
- Strong organisational skills and ability to manage multiple tasks, deadlines, and project needs.
- Ability to work independently while coordinating effectively with project teams.
- Proficiency in design tools such as Canva, Adobe Creative Suite, or similar.
- Photography, videography, and/or basic video editing skills are an advantage.

HOW TO APPLY

Interested candidates should submit the following:

- **CV** – Highlighting relevant experience and including the tools they typically use for content creation
- **Cover Letter** – Explaining your interest in the position and why you'd like to support the Green Batik, based on your understanding of its goals and activities.
- **Portfolio** – examples of your written and visual work published online

Please send your application to **recruitment@thewateragency.com** by **24 July 2026**. We will review applications and arrange interviews with shortlisted candidates on a **first-come, first-served** basis.

(Note: Only shortlisted candidates will be contacted for an interview.)