



Fatima Bint Mubarak Ladies Sports Academy

2026 Media and Social media Scope of Work





Purpose:

1. **Strategy Development:** Create social media marketing strategies aligned with business goals.
2. **Content Creation:** Design and produce engaging content (images, videos, captions, hashtags).
3. **Community Management:** Manage interactions, respond to comments/messages, and build relationships with followers.
4. **Advertising & Promotion:** Plan and run targeted ad campaigns to reach potential customers.
5. **Analytics & Reporting:** Track performance metrics and optimize strategies using data insights.
6. **Brand Awareness:** Build and grow a recognizable brand identity and voice online.



أكاديمية فاطمة بنت مبارك
للرياضة النسائية
FATIMA BINT MUBARAK
LADIES SPORTS ACADEMY

Requirements:

#	Item	Quantity
1	Monthly Coverage -Story Coverage -Video -Photos	5
2	Monthly Social Media Calander	Monthly
3	Content Creation -Graphic Designer (fast and creative) -Animator (3D- 4D) -Based to social media platform -KV and Mood board specialist	Monthly
4	Copy Right -Reviewed by auditor (Arabic and English)	Monthly
5	Monthly Social Media Report -	Monthly
6	Account Manager Creative thinking Generate ideas Handel social	Monthly
7	Promo video	10
8	PR Arabic and English	20 PR