



Marketing Manager at Action For India

Role	Marketing Manager
Compensation:	As per Industry Standards For ideal candidates, we're flexible
Qualification:	A bachelor's degree in any discipline from a reputed institute A Management Graduate would be preferred
Experience:	A minimum of 5 years of experience (with at least 2 years of experience in entrepreneurship or start-up advisory services)
Location	Mumbai

About AFI :

Our core customers at Action For India (AFI) are early-stage, tech-enabled, for-profit social entrepreneurs of India. Our mission is to identify these high-potential social entrepreneurs (working in sectors such as Education, Healthcare, Agriculture, Livelihood, Clean-Tech, and Fin-Tech) and connect them with resources to help scale the impact of their work - be it funding, mentors, technology resources, government decision-makers or customers. Since its inception in 2012, AFI has helped more than 1000 social entrepreneurs in their scaling journeys..

AFI is an international impact organization with presence in the USA, UK and India. In India, we are a Section 8 Company (with 80G, 12A and FCRA certifications) and in the US we are a 501-c3 organization. Our two active chapters outside India are in Silicon Valley, USA and London, UK.

Our main initiatives include the AFI Annual Forum, Social Enterprise Advisory Services (SEAS), Women in Social Entrepreneurship (WISE), AFI i-TIC Foundation Social Entrepreneurship Accelerator (AISEA), Impact Investment Fund (3i Partners) and the Silicon Valley Challenge (SVC) Trek.

AFI has been supported by several foundations and investors including eBay Foundation, UNGC, IDRF, Guru Krupa Foundation, Deshpande Foundation, Omnivore, Let's Venture, etc..

We have also been supported by tech giants such as Intel, Cisco, HP, Nokia, etc. to give impetus to our programs.

For further details, please visit

<https://actionforindia.org/>



Position Overview:

We are seeking a highly motivated Marketing Manager who plays a pivotal role in shaping and executing the communication and digital marketing strategies of AFI with a focus on engaging various stakeholder groups. This role involves strategic planning, management, and leveraging capabilities, relationships, and networks for scaling and expansion, all within approved budgets. Key responsibilities include increasing social media presence, and fostering digital media management to enhance lead generation, Fundraising initiatives. The role encompasses analyzing data insights, metrics, and CRM/marketing program effectiveness to drive impactful decision-making. Furthermore, this position entails building and coordinating media partnerships, reinforcing the AFI brand, and leading both external and internal communications for positive global visibility.

Broad Job Profile and Deliverables:

1. Digital Media Management: Oversee all aspects of our digital media efforts, including managing analytics and deriving data insights from various sources. Lead the charge on digital marketing and generate leads to drive our growth. Conduct analyses of our CRM, marketing, and program metrics to ensure they align with our strategic goals.
2. Metrics Evaluation: Evaluate key metrics related to communication and marketing efforts. This includes assessing their impact on website traffic, service quotas, and target audience engagement.
3. Media Partnerships and PR: Build and coordinate media partnerships while managing end-to-end PR activities, guided by the CXO office. Reinforce and strengthen the AFI brand and its various programmatic offerings.
4. Communication: Take ownership of both external and internal communication, working to enhance AFI's global visibility through publications, impact reports, and other means. Respond proactively and reactively to adverse media reporting, if necessary.
5. Events & Forum: Playing a significant role in AFI's annual forums, regional forums, the Silicon Valley Track, and various other ongoing and forthcoming initiatives.
5. Donor and Partner Engagement: Contribute to the development of written materials, ideas, and reports for existing and potential donors and partners. Provide coordination and support for major programs such as the Annual Forum, The Silicon Valley Track, and other current/future initiatives.
6. Performance Monitoring: Maintain an updated and high-quality Management Information System (MIS) and accurate reports to assess the overall performance of our marketing campaigns. Document key experiences, findings, and linked analyses for internal presentation.
7. Fundraising initiatives: Organizing campaigns to keep donors informed about the organization's activities and solicit donations, develop a comprehensive marketing strategy for fundraising initiatives, Identifying potential corporate sponsors or partners to enhance fundraising efforts. Adapting strategies as needed, and reporting on the results to stakeholders.
8. Vendor Management: Identify and onboard vendors to assist with social media and website management, ensuring that we have the necessary resources to meet our goals.
9. Undertake any other work, initiatives, or responsibilities as agreed upon after joining.



Your minimum expected experience attributes for the role :

- Preferred Industry/Sectors/Domains: Corporate, Multilateral Foundation, Public-sector, Management Consulting, Financial Services, Enterprise & Startup Advisory, Business Operations, Social Enterprise Management & Scaling, CSR, and similar others.
- 5-7 years of experience in digital and social media marketing as part of a communication or marketing team.
- Proficiency in various social media platforms, best practices, and website analytics, including Google Analytics, SEO, and Adwords.
- Strong communication skills, encompassing writing, speaking, and presentation abilities.
- Strong content creation skills, with graphic design skills being desirable.
- Proficient in stakeholder and vendor management.
- Prior experience in managing end-to-end marketing campaigns is a plus & Good understanding of the startup ecosystem, social enterprise, sustainability, and the impact space.
- Flexibility with working hours to accommodate AFI's global network.
- Proactive approach to staying updated on the latest trends and technologies in digital marketing.

If you are a passionate and results-driven marketing professional with a keen interest in communication and digital marketing, we encourage you to apply for this exciting opportunity to make a significant impact at AFI.