**About AFI**

The Indian startup ecosystem is more vibrant than ever and wherein Action For India (AFI) will continue to contribute significantly as AFI has been a catalyst in ushering in pioneering models in entrepreneurship advisory. AFI is an international impact organization with presence in the USA, UK and India. Our main initiatives include the AFI Annual Forum, Social Enterprise Advisory Services (SEAS), Women in Social Entrepreneurship (WISE), Impact Investment Fund and the Silicon Valley Challenge (SVC) Trek. Action For India (AFI) works with early-stage, tech-enabled, for-profit purpose-driven entrepreneurs of India. Our mission is to identify these high-potential social entrepreneurs and connect them with resources to help scale the impact of their work. Since its inception in 2012, AFI has helped more than 800 social entrepreneurs in their scaling journeys.

AFI initiatives have been supported by several foundations and investors including eBay Foundation, UNGC, IDRF, Guru Krupa Foundation, Deshpande Foundation, Omnivore, Let’s Venture, Intel, Cisco, HP, Nokia etc. In the mission to catalyze entrepreneurship; AFI is a 501-c3 organization along with 2 Active chapters: In Silicon Valley, USA and in London, UK.

AFI is an Equal Opportunity organization and encourages learning & development, fairness and diversity where the mission orientation is Supreme and the commitment to our Stakeholders and our Partners is Paramount!

For further details visit [https://actionforindia.org/](https://actionforindia.org/)
Key Role Areas:

Job Title: Senior marketing manager  
Location: Remote  

Position Overview:  
We are seeking a highly motivated Senior 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.

Key Responsibilities:  
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.
6. 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.
7. 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.
8. 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.
9. 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.
10. Undertake any other work, initiatives, or responsibilities as agreed upon after joining.
Your minimum expected experience attributes for the role:

- 7-10 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.

How to Apply:

Eligible Candidates may apply here: careers@actionforindia.org