

Digital Marketing & Communication Manager

Role	Digital Marketing & Communication Manager
Qualification:	A bachelor's degree in any discipline from a reputed institute Management Graduate would be preferred.
Experience:	A minimum of 5-8 years of experience in digital marketing and communication. Experience in startup ecosystem would be added advantage. Preferred Industry/Sectors/Domains: Corporate, Multilateral Foundation, Management Consulting, Financial Services, Enterprise & Startup Advisory, Business Operations, CSR and similar others
Location	Currently remote for 1 year, after which it will be Mumbai

About Action For India

Action For India's (AFI) mission is to help social entrepreneurs in India overcome barriers to scale and achieve greater impact at the Bottom of the Pyramid. AFI identifies and connects high-potential social entrepreneurs (working in sectors such as Education, Healthcare, Agriculture, Livelihood, Climate Change and Financial Inclusion) with impact investors, mentors, technology resources, government contacts and local partners to help them on their scaling journey. Launched in 2012, AFI is registered in New Delhi, India and has chapters in the UK and Silicon Valley, California. Since its inception, AFI has helped more than 1000 social entrepreneurs in their scaling journeys through ecosystem building, capacity building programs and creating networking opportunities.

Why you will enjoy working with AFI

- Startup Ecosystem and social impact integration: Dive into the dynamic world of startups, where innovation thrives and creativity knows no bounds, while making a meaningful impact on society.
- Best of Both Worlds- Experience a fusion work environment with a unique blend of corporate professionalism and the passion-driven ethos of the development sector.
- Employee Centric People Policies- Clear Objectives, Rewarding Outcomes: Navigate your career path with clarity, as you are equipped with objective performance evaluation coupled with exciting bonus incentives for exceptional achievements.
- Pioneering Initiatives: Be at the forefront of innovation, spearheading new projects and ventures that push boundaries and shape the future
- Access to mentors and startups on both national and international levels.
- AFI is committed to providing a work environment that supports and respects all individuals. Our processes are merit based and applied without discrimination on the basis of race, colour, religion, sex, gender identity, sexual orientation or any such aspect that does not affect the performance on the job.

For further details, visit <https://actionforindia.org/>

Position Overview:

The Digital Marketing & Communication Manager at AFI is a key player in shaping and implementing communication and digital strategies and Bring to life AFI's marketing strategy. Responsibilities include developing and executing marketing/communication plans to promote AFI's programs and events, increasing social media presence, managing digital media for lead generation and fundraising, and analyzing data for decision-making. Additionally, the role involves building media partnerships, reinforcing the AFI brand, and overseeing both external and internal communications for global visibility.

Responsibilities:**1. Digital Media Management:**

- Oversee AFI's digital presence and social media platforms to enhance engagement and attract new audiences, while also analyzing CRM, marketing, and program metrics to ensure alignment with strategic objectives and derive actionable insights.
- AFI's digital asset management. Building value and Lead the way in digital marketing, driving lead generation for SE sourcing and fundraising endeavors to fuel our growth.

2. Content Creation

- Create compelling cross-platform content and collaborate with internal teams to develop marketing materials, staying updated on industry trends to enhance AFI's communication efforts.
- Evaluate key metrics related to communication and marketing efforts, analyzing their impact on website traffic, service quotas, target audience engagement, and marketing performance. Provide insights to optimize campaigns and maximize impact.

3. Media Partnerships, Communication and PR:

- Lead media partnerships and PR activities under the guidance of the CXO office to enhance the AFI brand and its programmatic offerings, while fostering relationships with media, influencers, and industry partners to amplify visibility and impact.

4. Events & Forum:

- Playing a significant role in AFI's annual forums, regional forums and various other ongoing and forthcoming initiatives.

5. Vendor Management & Performance Monitoring:

- Ensure effective vendor selection and onboarding for social media and website management, while maintaining a robust Management Information System (MIS) to accurately monitor and assess marketing campaign performance, and document insights for internal utilization.

6. Donor and Partner Engagement, Fundraising Initiatives:

- Develop written materials and reports for donors and partners, while providing coordination for major programs and initiatives.
- Support fundraising campaigns, develop marketing strategies, and identify corporate sponsors/partners to enhance fundraising efforts.

Skills required:

1. Proficiency in various social media platforms, best practices, and website analytics, including Google Analytics, SEO, and Adwords. Strong content creation skills, with graphic design skills being desirable.
2. Proficient in stakeholder and vendor management.
3. Proactive approach to staying updated on the latest trends and technologies in digital marketing, with the entrepreneurial mindset.

Join us in our mission to foster positive change and cultivate a brighter future for India's communities. If you're enthusiastic about making a social impact and possess the necessary skills and experience to excel in this role, we invite you to join our expanding team. Apply now and become an integral part of our journey towards growth and impact.

Please share your profiles - ranjitha@actionforindia.org