

Digital Marketing Analyst | Roles and Responsibilities

About IDR

IDR (India Development Review) is India's first independent online media platform for leaders in the development community. Founded as a nonprofit in 2017, we want to advance knowledge on social impact in India. We publish ideas, opinion, analysis and real-world practice.

IDR is produced in partnership with Ashoka University's Centre for Social Impact and Philanthropy.

You can check out all of IDR's content [here](#), and get to know the team [here](#).

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We are currently looking for a digital marketing analyst to help implement our strategy for storytelling and audience development on different platforms. The role full time, and based in Mumbai.

1. About the role

The ideal candidate has experience with journalism on social media and ideas for how the development community can benefit from building and engaging audiences on Facebook, Twitter, Instagram, WhatsApp and other emerging platforms.

You will have ideas for social storytelling and will be able to see how those fit into an overall strategy that is informed by analytics and a deep understanding of digital news.

You will take ownership for the development, implementation, and monitoring of all our social media accounts. You will also interface with external agencies to support outreach through Google Ads and analytics.

2. Responsibilities

- The day-to-day posts and performance of our digital marketing channels
- Developing and establishing campaigns and strategies for audience engagement and growth
- Creating and maintaining analysis reports that point towards successes and shortcomings for each of our digital platforms and designing new approaches for engagement based on them
- Maintaining consistency of message across every online platform and piece of marketing collateral

3. Requirements

We are looking for people who:

- Have a minimum of 1-2 years of work experience in digital marketing. (Social sector experience is not necessary)
- Have at least an undergraduate degree in Communications, Journalism, International Affairs/Development or related field.
- Are passionate about digital media and can work with minimal supervision
- Have strong organisational skills to ensure that deadlines and core deliverables are met

Apply if you have:

- Strong communication skills in English – both written and verbal
- An understanding of audience engagement metrics and industry best practices
- Proficiency in using Google Analytics and digital marketing analytical tools
- Experience in developing high-engagement marketing campaigns
- An ability to create, drive and implement an integrated social media plan
- Prior hands on experience of campaign management on digital ad platforms including Facebook ads and Google Adwords