Digital Marketing Associate | 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 associate to help implement our strategy for storytelling and audience development on different platforms. The role is full time, and based in Mumbai.

1. About the role

The ideal candidate has experience leading digital marketing campaigns and ideas for how the development community can benefit from building and engaging audiences on Facebook, Twitter, Instagram, WhatsApp and other emerging platforms.

You are excited about working in a startup environment and have ideas for social storytelling, along with the ability to fit those ideas into an overall strategy that is informed by analytics and a deep understanding of industry best practices.

You will take ownership for the strategy development, implementation, and monitoring of all our social media accounts. You will also be responsible for managing a digital marketing analyst (someone with < 2 years’ experience).

2. Responsibilities

- Build IDR’s brand and identity across social media platforms (Facebook, LinkedIn, Instagram, Twitter, WhatsApp/Telegraph)
- Develop and execute a 360-degree social media and outreach strategy that aligns with our broader marketing goals
- Define and critically evaluate success metrics
- Seek ways to integrate digital impact with our broader business goals
- Conceptualise, create, and edit text, image, and video content
- Build and grow an engaged community of users/readers on social media
3. Requirements

We are looking for people who:

- Have a minimum of 4 years of work experience in digital marketing. (Social sector experience is preferable, but not mandatory)
- Have at least an undergraduate degree in any of the following: communications, journalism, international affairs/development or a related field.
- Have experience managing people/teams, as well as external stakeholders (vendors, clients, etc)
- Have strong project management and organisational skills to ensure that deadlines and core deliverables are met
- Are passionate about digital media and can work independently with minimal supervision

Apply if you have:

- Strong communication skills in English – both written and verbal
- A deep understanding of audience engagement metrics and industry best practices
- Expertise in using Google Analytics and digital marketing analytical tools
- Experience in developing high-engagement marketing campaigns and social media strategies
- Experience in creating, driving, and implementing an integrated social media plan
- Prior hands on experience of campaign management on digital ad platforms including Facebook ads and Google Adwords
- Ideas about how the social sector can use digital media more effectively