

[Digital Marketing at IDR | Roles and Responsibilities](#)

About IDR

IDR (India Development Review) is India's first and largest independent online media platform for the development community. Founded as a nonprofit in 2017, our aim is to advance knowledge on social impact in India. You can check out all of IDR's content [here](#), and get to know the team [here](#).

--

We are currently looking for a digital marketing professional to help implement our strategy, drive audience engagement, and grow our multiple social media platforms. The role is full time, and based in Mumbai.

1. About the role

The ideal candidate has experience conceptualising, designing and executing digital marketing campaigns, and building audiences on Facebook, Twitter, Instagram, Reddit, Telegram, and Whatsapp.

You are excited about working in a startup environment and know how to tell stories that draw from the development sector. Preferably, you also have the ability to fit those into an overall strategy that is informed by analytics. You like data and can use it to refine messaging and get creative with formats.

You have a deep understanding of the digital industry's best practices, while also having some knowledge of the development sector. You will take ownership for the strategy development, implementation, and monitoring of all our social media accounts.

2. Responsibilities

- Build IDR's brand and identity across social media platforms (Facebook, LinkedIn, Instagram, Twitter, Telegram)
- Develop and execute a 360-degree social media and outreach strategy that aligns with our broader marketing goals
- Define and critically evaluate success metrics
- 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:

- Strong communication skills in English – both written and verbal
- Between 1-3 years of work experience in digital marketing. (Development sector experience is preferable, but not mandatory)
- A deep understanding of audience engagement metrics and industry best practices

- Experience in developing high-engagement marketing campaigns and social media strategies
- Experience in creating, driving, and implementing an integrated social media plan
- Strong project management and organisational skills to ensure that deadlines and core deliverables are met

In addition, it's a bonus if you have experience in:

- Managing people/teams, as well as external stakeholders (vendors, clients, partners)
- Integrating digital impact with broader business goals
- Working with Google Analytics, Google Adwords, and Facebook Ads

If you are passionate about digital marketing and have ideas about how the social sector can use digital media more effectively, send us your CV at writetous@idronline.org

The salary range for this position is between INR 3.6 lakh – 4.50 lakh per annum based on experience.