

Head of Marketing at India Development Review | Role and Responsibilities

About IDR

With a reach of nearly 20million, IDR (India Development Review) is India's first and largest independent media platform for the development community. Founded in 2017 as a nonprofit, we advance knowledge on social impact in India through ideas, opinion, analysis, and real-world practice.

About the Role

We are seeking a **Head of Marketing** with **15 or more years of experience** (including **at least 3 years of managing a digital marketing team**), to help drive audience growth across languages, deepen user engagement, and strengthen IDR's brand and presence in regional and global markets.

Prior experience in the social sector is not mandatory. Instead, your mandate will be to develop and oversee multi-pronged marketing strategies across diverse channels — beyond just SEO or social media. What you need to know about the sector, we will help you learn :)

This is a **full-time position**, with flexible working arrangements reflecting IDR's operational policy; in-office presence may be required based on location.

Responsibilities

- Build and execute a marketing strategy (with an emphasis on digital) for IDR
- Develop and lead marketing campaigns across digital, offline (partnerships, print, etc), and brand-building activities.
- Manage the full digital marketing lifecycle: planning, execution, measurement, and optimisation across all channels.
- Track and analyse data and performance metrics, drawing insights to refine strategy.
- Lead, mentor, and grow a high-performance team.
- Collaborate cross-functionally with editorial, partnerships, product, and leadership to align marketing with organisational objectives.
- Oversee brand positioning, narrative development, and messaging consistency across all touchpoints.
- Manage marketing budgets efficiently, ensuring ROI and resource optimisation.
- Drive campaigns (digital and offline), including launches, thought-leadership initiatives, partnerships, and events.
- Build and manage relationships with external agencies, vendors, and media partners.
- Ensure alignment with IDR's values—including integrity, excellence, and community focus—in all marketing efforts.

Apply if you have

- A minimum of 15 years of relevant marketing experience, with at least 5 years in leadership or team-management roles.

- Proven track record in designing and executing multi-channel, multi-pronged marketing strategies with tangible results.
- Strong strategic thinking skills, commercial acumen, and resource-allocation expertise.
- Versatility across marketing domains — digital, traditional, brand, events — not limited to one channel.
- Excellent leadership and team-management experience; ability to nurture talent and build collaborative team dynamics.
- Superior communication skills, both verbal and written, with the ability to influence at senior levels.
- Strong analytical capability and comfort with metrics, dashboards, and performance evaluation.
- Flexibility and adaptability in a values-driven nonprofit environment.

To apply, send your CV and a cover letter to writetous@idronline.org. The cover letter should answer the following questions in a few sentences:

- Why does this role specifically interest you?
- What's one marketing challenge you're facing today, and how are you navigating it?
- If you could wave a magic wand and change one thing about how people approach marketing in India, what would it be?

The salary range for this role is Rs 15-20 lakh per annum.