

## Job Description | Head of Digital | India Development Review

Full-time · 15+ years of experience needed · Remote · Multi-lingual (Hindi and English) ·

### ABOUT IDR

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

This year is a pivotal one for IDR. We have set an ambitious goal — **40 million people per month by March 2028** — and we are building the team and systems to get there. The Head of Digital is the person who leads that effort and will get us there.

IDR is a place where editorial rigour and digital ambition are not in tension — they are the same thing. We are looking for someone who understands both.

### THE ROLE

This is a leadership role. **You will own IDR's entire digital presence — strategy, execution, team, and results.** Which means you will be growing a platform that shapes how the world thinks and engages with issues of development, issues of social justice, issues that matter .

As the Head of the Digital team, you will **refine and lead the current digital strategy as well as the team.** You will report directly to one of IDR's co-founders, and work in close partnership with the editorial teams and external agencies.

**You will be responsible for IDR's reach, as well as for building an editorial voice and brand that is nationally and globally distinctive.** You will own the strategy, the systems, the workflow, and the quality of everything that goes out under IDR's name on every platform. **This includes the ability to read and act on data** — analysing user behaviour, platform performance, and campaign results to make decisions that are grounded in evidence, not instinct alone.

Languages	Hindi and English
Platforms	Google, Meta (Instagram, Facebook, WhatsApp), LinkedIn, YouTube, Newsletter
Location*	India based and remote   Hybrid for those in Delhi or Mumbai
Contract Type	Full time

## WHAT YOU WILL DO

### Leadership

- Own and implement IDR's digital strategy — across reach, brand, content, platforms, and campaigns
- Set the direction for how IDR shows up on every platform: what we publish, in what format, for whom, and when
- Lead the shift from vanilla publishing and posting to a market-responsive, IP-led, audience-first digital operation
- Build and embed the systems — workflows, trackers, review cadences — that make quality and consistency possible at scale
- Make the call on which content gets reimaged, in what format, and on which platform — in close collaboration with editorial

### Team management

- Directly manage a team of 4-5 people across experience and expertise, and across Hindi and English languages. Be responsible for their performance and growth.
- Ensure Hindi and English digital tracks run in sync — coherent, not siloed
- Be the bridge between editorial and digital: involved before content is finalised, not after it publishes

### Platform ownership

- Own the platform mix: Instagram, LinkedIn, YouTube, Facebook, WhatsApp, Newsletter, Website, IDR Answers and ensure platform-specific content
- Drive [IDR Answers](#) as a utility product and knowledge gateway for the sector
- Build and manage 3–5 strategic social media collaborations across the year

### Analytics

- Work with our data analyst to ensure that IDR is collecting the right data, presenting findings to internal teams and external stakeholders, drawing sharp conclusions, and making informed recommendations
- Lead quarterly strategy reviews: what is working, what is not, what changes

## WHO YOU ARE

You have done this before, at scale, in a context where the content actually matters. You are not looking for a role where digital is an afterthought — you want to be somewhere where it is central to the mission.

### Experience

- 15+ years of experience in digital strategy, content, or communications — with at least 5 years in a leadership role
- Demonstrated experience managing multi-platform digital operations at scale, ideally in media

or journalism

- A track record of growing audiences organically — you know what it actually takes to build reach without just buying it
- Experience managing and developing a team — you know how to give people clarity, hold them accountable, and help them grow
- Experience working in bilingual or multi-language content environments is a strong advantage
- Familiarity with the Indian development sector, civil society, or social impact media is an advantage

### Skills

- Sharp editorial instinct: you can read a piece and immediately know what it should become on social, for whom, and why
- Strong understanding of diverse audiences and a pulse on changing user preferences
- Platform fluency across Instagram, LinkedIn, YouTube, Facebook, WhatsApp, and newsletter — you understand the distinct logic of each
- Strong grasp of analytics: you know which metrics matter, how to read them, and how to translate them into decisions
- Video and multimedia literacy: you do not need to produce it yourself, but you need to brief it well and know what good looks like
- SEO/AEO fundamentals and an understanding of how content discoverability works
- Clear, direct communicator — in writing, in meetings, and in feedback

### HOW TO APPLY

Send your CV and a cover letter with the subject line 'Head of Digital — Application'  
[writetous@idronline.org](mailto:writetous@idronline.org).

In your cover letter, tell us about either a work achievement you are proud of **or** one where you made a significant mistake in the last year or two — include a little bit about what you did, what you learned, and what you would do differently. Also, tell us about a leadership quality that you have demonstrated in the last couple of years. **Applications without these details in the cover letter will not be considered.**

We are reviewing applications on a rolling basis. We strongly encourage applications from people marginalised by caste, class, gender, disability, sexuality, religion, or geography.

The salary range for this role is: Rs 15-18 lakh