

Job Description | Head of Digital | India Development Review

Full-time · 12-15 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

- 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
- Directly manage a team of 6 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
- Drive [IDR Answers](#) as a utility product and knowledge gateway for the sector
- 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

SKILLS YOU SHOULD HAVE

- 12-15 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
- Experience managing and developing a team
- Familiarity with the Indian development sector, civil society, or social impact media is an advantage
- Platform fluency across Instagram, LinkedIn, YouTube, Facebook, WhatsApp, and newsletter — you understand the distinct logic of each
- Strong grasp of analytics
- SEO/AEO fundamentals and an understanding of how content discoverability works

HOW TO APPLY

Send your CV and a cover letter with the subject line '**Head of Digital — Application**' hire@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: INR 12 - 15 lakh / yearly