



JOB DESCRIPTION

Job Title:	Lead - Communication
Reporting Manager	Director Communication
Job Type:	Full Time
Location:	Mumbai, India

About Concern India Foundation

Concern India Foundation is a Non-Profit Public Charitable trust which extends Financial & Non-Financial support to grass root level NGO's working in the area of Education, Health & Community Development since 1991 throughout India. Concern India works towards "Helping People, Help Themselves" by making the disadvantaged self-reliant & enabling them to lead a life of dignity.

Position Summary: The lead of Communication will be responsible for creation, implementation and overseeing communication work that effectively describe and promote the work of Concern India Foundation. The person will lead and manage all digital campaigns, from media planning, execution to optimization and performance analysis of the organization digital platform.

Job Responsibilities:

- Driving marketing initiatives that are highly targeted basis affinity of relevant segmented audience cohorts.
- Serving as the strategic lead for social media display.
- Demonstrated experience of working on development communication initiatives including design & development of communication resources, website development, content management, media & communication strategy, campaigning, publications.
- Experience in media planning across a broad online media and build and scale acquisition campaigns that target consumers as well as.
- Managing all efforts and goals on organic and digital paid media: SEO, SEM, Display, Paid Social, Affiliate, Direct buys etc.
- Determining key metrics, constantly reducing operational costs, and measuring the success of performance strategies.
- Research and analyse social media trends, including social media ad revenue and web visitor data, to improve social media presence and campaign efficacy.
- Allocating budgets and analyzing and recommending modifications to ad spends.
- Managing ROI in line with the business/management expectations.
- Collect, coordinate, maintain and disseminate information, content and visuals from the projects including story research and generation, and basic program photography and video footage.

- Monitors public perception of the organization and recommend appropriate action to maintain a positive image for the organization.
- Collaborate with internal teams to design the digital content strategy with the objective of increasing reach, engagement with relevant stakeholders.

Eligibility and Required Skills

Qualification

- Post Graduate Degree in Mass Communication, MBA/ PGDM in business management or related field, from a reputed university/institute.

Experience

- 5 to 8 years of work experience in a leadership role, especially in managing the Communication department.
- Strategic Skills: SEO/SEM/ Online Marketing.
- Awareness about marketing database, display advertising campaigns, maintaining social media presence.
- Technical Skills: MS Excel,PPT, Google Analytics, Google AdWords, email and website marketing and hands-on experience with any performance and social platforms.

Skills and abilities

- A self-starter with the ability and drive to build the initiative
- Team management experience
- Effective Communication & Presentation Skills
- Ability to work within a multidisciplinary team whose members have diverse backgrounds.
- High competency in handling social media tools & platforms, understanding of website content management, ability to develop content independently.