

## JOB DESCRIPTION

# Sr Marketing Associate

## About the role:

As a Marketing Associate, you will lead and manage the day to day operations of the marketing team at Cuddles with a vision to enlist new supporters for the mission and grow existing relationships. You will report to the Marketing & Communications Lead.

## Responsibilities:

- You'll manage the annual and monthly marketing calendar and scheduling of tasks
- You'll manage our campaigns and grow our engagement and reach strategically through email, search and social media, taking full ownership of organisational marketing goals.
- You'll work closely with the social media team to plan the content calendar and promotional strategy.
- You'll work closely with the digital team to update the blog and other dynamic website content.
- You'll liaise with the creative team for campaigns and collaterals needed for fundraising campaigns, events and programmes.
- You'll write communication briefs that are backed with content, research and insights for the creative team to execute.
- You'll manage incoming media requests.
- You'll represent the organisation and team at industry events, fundraisers and press conferences.

## Must-Haves:

- You have a bachelor's or a master's degree in communication or advertising or digital marketing.
- You have 3-4 years prior experience working in a marketing or communications role, preferably in the e-commerce or digital space.

- You have superior written and verbal communications skills.
- You have proven success in executing digital marketing and communications strategies and campaigns for consumer brands.
- You're up to date on consumer insights and trends.
- You're capable of working well as part of a team as well as independently.
- You're tech-savvy and have worked with applications like Mailchimp, Canva and Zoho.
- You're open to travelling and commuting to field sites when needed.

## **Skills:**

### **You see the bigger picture.**

You can think analytically and strategically. You're able to break a large project into bite-size pieces while always keeping your eye on the big picture. You think two steps ahead and can see how complex initiatives come together for maximum impact.

### **You get things done.**

You're a great multitasker and capable of simultaneously managing multiple projects with different deadlines. You follow through on every job, no matter how big or small. You live for hitting deadlines and understand the importance of keeping on schedule. You love to identify people's strengths and build processes to make things run more smoothly.

### **You're a stickler for organising things.**

You have remarkable attention to the smallest details. You have excellent project management skills and the ability to meet deadlines.

### **You're a communication ace.**

You keep everyone in the know so that the job gets done efficiently and effectively. You know when to ask for help, when to listen, and when to speak up. And you're known for your professional candour.

### **You have a team ethos.**

You thrive in a creative, inventive, fast-paced start-up environment. You're excited to work cross-functionally with other departments and enjoy bringing people together to achieve a goal. People enjoy working with you because they know they can trust you.

## Location: Mumbai/Remote

Open to remote/hybrid working modes. You may need to come into the office for meetings or training.

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