

JOB DESCRIPTION

Digital Media Associate

About the role:

As a Digital & Social Media Associate for Cuddles Foundation, you will be responsible for the growth and management of our Facebook Ads, Google Ads, and Google Analytics accounts. As Facebook and Google Ads expert, you are expected to help us make better business decisions based on our marketing data.

Your primary responsibilities will be maintaining the Google and Facebook Ad accounts of Cuddles Foundation and analysing the results to identify patterns and trends that can help us improve the efficiency and usability of our marketing initiatives. You will also be expected to provide trending topics for blogs along with relevant keywords to ensure all blogs and other written content is search engine optimised.

Responsibilities:

Google Ads & SEO

- Manage all aspects of Google Ad campaigns
- Create and optimise ad campaigns and paid search landing pages
- Analyse and optimise ad campaigns to increase return on investment (ROI)
- Use Google Ads to drive a variety of online marketing campaigns
- Analyse and optimize pay-per-click (PPC) campaigns to increase ROI
- Manage and optimise display campaigns across multiple devices
- Develop PPC strategies to increase online visibility
- You'll constantly check Cuddles Foundation SEO ranking and suggest improvements
- You'll be working closely with the content marketing team and providing them with SEO-friendly suggestions to improve blog content and website

Facebook Ads Manager

- Manage all aspects of Facebook Ad campaigns

- Suggest and create ad campaigns depending on goals
- Analyse and optimize ad campaigns to increase return on investment (ROI)
- Use Facebook Ads to drive a variety of online marketing campaigns
- Full knowledge of Facebook Business Suites (including assets and audience creation)
- You'll use Google and social media analytics to measure the success of campaigns and continually find ways to improve on those metrics through testing and new initiatives

Social Media

- **You'll constantly check Cuddles Foundation SEO ranking and suggest improvements***
- **You'll be working closely with the content marketing team and providing them with SEO-friendly suggestions to improve content for blogs***
- You'll set and implement social media campaigns to align with marketing strategies.
- You'll create dynamic written, graphic, and video content for all our social media accounts
- You'll constantly push the envelope to increase our following and engagement on these accounts, including managing paid promotions and influencer partnerships
- You'll create and own a content calendar for all our social platforms
- You'll answer queries from supporters and followers that come in via social media or google reviews
- You'll participate in internal/external events to build our community and boost brand awareness
- You'll visit partner hospitals to create post-worthy content
- You'll liaise with internal teams to stay updated on new programs, campaigns, and features that can be shared on social media
- You'll stay up-to-date with digital technology trends to ensure we are always on point

***non-negotiable**

Must-Haves:

- Marketing or Social Media Marketing degree preferred
- Knowledge of Facebook Business Suite, SEM Rush, Google Analytics, Google Adwords and Google Keywords Planner
- 1-3 years of professional experience as a community manager/content developer/social media executive.
- Functional design (Canva), video/reel making, and photography skills with an excellent aesthetic sense.
- Experience writing copy for marketing purposes with an ability to vary copy voice and tone to align with various audiences
- Extensive experience with Meta Suite for paid Ad Campaigns
- Extensive Google Adwords & Analytics experience
- Understanding of popular social networks – design, functionality, users
- Incredible attention to detail and ability to multitask
- Exceptional interpersonal, oral, and written communication skills
- A sense of humour.

Skills:

You can get stuff done.

You are known for your ability to engage, network and collaborate to solve a problem.

You care about the details.

You can spot a typo from a mile, including the one in this sentence.

You have an opinion and are not afraid to express it.

You articulate and back your suggestions and recommendations on social media with trends, research and references. You are not afraid to share your opinion and do so with poise, confidence and respect.

You take the initiative.

You are a self-starter, not waiting for permission to get going. You see something broken; you fix it.

You thrive in a collaborative space.

You are excited about collaborating with others in your team. It doesn't matter who came up with the idea, as long as it's okay. You care more about the end goal than personal recognition.

Location: Mumbai

This is a full-time role based in Mumbai.

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