

JOB DESCRIPTION

Marketing Manager

About the role:

Reporting to the COO, as the Marketing Manager you will coordinate and lead a team of marketing and communications associates to deliver the most effective campaigns for retail fundraising as well as ensuring that Cuddles is positioned as a thought leader in the field of paediatric oncology nutrition.

As Marketing Manager, you will work closely with multiple teams within the organisation as the communications partner on various strategic initiatives.

Responsibilities (80% of the time):

- You will develop, implement, and evaluate the annual marketing and communications plan for Cuddles in collaboration with the Fundraising and Events teams.
- You will lead the generation of online content that engages audience segments and leads to measurable action.
- You will decide who, where, what and when to disseminate communication and what platform to use for such communication.
- You will lead the creative team responsible for writing and designing all communications collateral including managing the development, distribution, and maintenance of all print and electronic collateral like mailers, brochures, Cuddles' website, and social media.
- You will guide team members responsible for website administration and coordination, social media engagement and growth
- You will track and measure the level of engagement on email and social media over time
- You will be a part of the organising team for fundraising events, leading the creative team in planning and execution of marketing collaterals and messaging around such events.

Additional Responsibilities (20% of the time):

- You will identify and finalise resources/consultants /tools that the organisation can use for marketing and communications.
- You will identify and put in place resources/consultants /tools to create momentum and awareness as well as test the effectiveness of communications activities.

Must-Haves:

- Bachelor's or Masters's degree in Media, Marketing or Mass Communication
- 5-8 years of Content Marketing experience - agency experience preferred
- Proficient knowledge of social media, email and campaign management tools
- Excellent writing/editing and verbal communication skills

Skills:

You get things done.

You're a great multitasker 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're a stickler for organising things.

You have excellent project management skills and the ability to meet deadlines. You're a self-starter, you're entrepreneurial and can work independently. You enjoy creating and implementing new initiatives.

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.

Location: Mumbai

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