

JOB DESCRIPTION

# Sr Marketing Associate

Cuddles Foundation | Mumbai, On-site | Full-Time

## About the Role

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We are looking for a sharp, creative and organised marketing professional to own the full marketing function at Cuddles Foundation. This role is the connective tissue of our communications. You will project manage everything from donor acquisition campaigns to influencer activations, creative direction, content production and cross-team coordination. If you have ever wanted a role where no two days are the same and your work directly supports children battling cancer, this is it.

## What You Will Own

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### Project and Operations Management

- Own and drive the marketing calendar, from campaign planning to execution and wrap-up.
- Manage tasks, timelines and workflows across internal teams and external agencies using Trello.
- Be the single point of coordination across design, social media, influencer outreach, fundraising, events, programs and finance.
- Track deliverables and flag blockers proactively so nothing falls through the cracks.

### Creative Direction and Content

- Brief the designer on all creatives by writing clear, insight-backed briefs and giving constructive, on-brand feedback.
- Review and provide editorial direction on videos, reels, posts and campaign collaterals produced by the social media consultant.
- Write content independently: blog posts, field stories, donor newsletters, campaign scripts, social copy and website updates.
- Use AI tools and image generation platforms to accelerate content production and ideation.

### Campaigns, Donor Marketing and Influencer

- Plan and execute donor acquisition campaigns across email, paid social (Meta Ads), Google Ads (including Google Grant) and organic channels.
- Manage donor retention through thoughtful, well-timed communication journeys.
- Collaborate with the fundraising team to align campaign ideas with fundraising goals and inbound requests.
- Coordinate with the events and programs team for campaign tie-ins, shoots, field visits and permissions.

- Work with the influencer outreach consultant to track the pipeline, ensure content is on brief and keep timelines on track.

### **Agency and Vendor Coordination**

- Liaise with external agencies covering performance marketing, SEO and website teams.
- Provide clear briefs, manage timelines, review outputs and ensure brand consistency across all agency work.

### **Data and Reporting**

- Own marketing analytics by pulling data from Meta, Google Analytics, CRM, email platforms and campaign tools.
- Build clean, readable reports for internal review and leadership presentations.
- Use data to inform decisions, optimise campaigns and identify what is working and what needs attention.

### **Internal Coordination**

- Work with finance for budget tracking, approvals and reconciliation.
- Coordinate with programs for event logistics, field access and permissions.
- Support management with communication needs, presentation decks and ad hoc requests.

## **Must-Haves**

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- 3 to 5 years of experience in a marketing, communications or brand role. Prior experience at a marketing or creative agency is strongly preferred.
- Strong writing skills across formats: long-form content, short-form social, donor communications and scripts.
- Hands-on experience with Meta Ads Manager and Google Ads.
- Comfortable with data and able to pull a report, interpret metrics and present them clearly.
- Proficient in Trello (or similar PM tools), Canva, Google Slides, Mailchimp or equivalent email tools.
- Familiar with AI tools for content, image generation and productivity.
- A creative eye with the ability to tell when something looks good and articulate why.
- Organised and self-directed with the ability to manage your own workload without needing to be chased.
- Comfortable working with multiple stakeholders simultaneously without losing momentum.

## **Good to Have**

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- Genuine interest in or prior exposure to the social sector or cause-led work.
- Familiarity with SEO basics and working with SEO or website agencies.
- Experience with Google Analytics 4.

- Exposure to video production workflows and feedback processes.
- Comfort with Google Grant management.

## Who You Are

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

You can think analytically and strategically. You are 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 are 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 are 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 are 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 are known for your professional candour.

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

You thrive in a creative, inventive, fast-paced environment. You are 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 and Work Mode

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This is a full-time, on-site role based in Mumbai. You may be required to travel to field sites, events and shoots as needed.

[APPLY NOW](#)

*Cuddles Foundation is an equal opportunity organisation.*