**18/11/2020**

**RECRUITMENT NOTICE**

**(For internal and external Circulation)**

**WHO WE ARE**

**Sant Singaji Educational Society (SSES) was established in 2010, with a view to create social and economic transformation in one of the most backward areas of the country, viz. Gondwana area of Madhya Pradesh. It runs a college –** [**Sant Singaji Institute of Science and Management**](http://ssism.singaji.in/whoweare) **in Sandalpur village, Dewas District, Madhya Pradesh. This educational institute caters to the college going youth of three rural districts of Madhya Pradesh and educates more than 1000 students annually.**

**Why do we need you?**

**We are searching for a Digital Marketing Executive for the Impact team. In this position, you will be responsible for all aspects of our marketing operations. Your central goal is to help grow our brand’s influence locally while also increasing brand loyalty and awareness on different digital platforms.**

**Your duties will include planning, implementing, and monitoring including designing aspects of our digital marketing campaigns across all digital networks. Our ideal candidate is someone with some experience in marketing, art direction, and social media management. In addition to being an outstanding communicator, you will also demonstrate excellent interpersonal and analytical skills.**

**Your role**

**The Digital Marketing Executive will perform the following functions-**

* **Manage digital marketing strategy with designing .**
* **Drive donor acquisition and engagement by regular put up of digital content .**
* **Develop and roll out online fundraising strategy.**
* **Increase Digital Engagement(facebook, twitter, instagram,google ads and website) and Build Online Community.**
* **Increase Web Traffic and Manage Websites.**
* **Manage search engine marketing activities(google ads) and other digital advertising efforts.**
* **Manage Goals and Key Performance Indicators, and Monitor Data to Drive Success.**
* **Other activities assigned by the Impact Manager.**

**Eligibility Criteria**

**Applicants must have-**

* **Good editorial and writing skills, especially in web and digital marketing contexts.**
* **Good organizational and project management skills.**
* **Good analytical skills.**
* **Creative thinker with excellent problem solving skills and a “can do” attitude.**
* **Ability to work in a fast paced** [**environment**](https://www2.fundsforngos.org/category/environment-conservation-climate-change-and-ecology/)**.**

**Personal qualities we are looking for:**

**● Creative**

**● Initiator**

**● Team player**

**How to Apply**

**Send us your Resume/ Cv to**

**abison@ssism.org**