

# Social Media and Digital Marketing Manager

**JOB TYPE:** Full-time

**LOCATION:** Bangalore, India

**TEAM:** Communications and Brand

## **WHO WE ARE**

Noora Health's mission is to improve outcomes and strengthen health systems by equipping family caregivers with the skills they need to care for their loved ones. Founded in 2014, Noora Health turns hospital hallways and waiting rooms into classrooms by tapping into the most compassionate resources available for the patient's care: their own family.

With support from governments and partners in India, Bangladesh, and Indonesia, Noora Health has trained more than three million caregivers across 400+ facilities using their flagship caregiver education and training curriculum, the Care Companion Program (CCP).

In a cohort of patients, the CCP reduced post-surgical cardiac complications by 71%, maternal complications by 12%, newborn complications by 16%, and newborn readmissions by 56%.

Noora Health was honored as a TED 2022 Audacious Project Grantee and recipient of the 2022 Skoll Foundation Award for Social Innovation. Featuring Edith Elliott and Shahed Alam, our Co-Founders and Co-CEOs, Noora Health's mission took the spotlight at TED 2022 and was also featured in a 2022 Skoll video.

## WHAT YOU WILL DO

We are seeking an experienced and creative social media and digital marketing professional to help amplify and present our brand story, impact, and partnerships across digital platforms. This role is intended for someone who loves to both write and evaluate, and enjoys a fast-paced, collaborative environment. Ideal candidates are comfortable working across South Asian and North American time zones. This individual will work closely with our communications, programs, design, and leadership teams to showcase Noora Health creatively and authentically as a leader in global health.

- **Social Media**

- Manage all facets of social media, including:
  - Develop Noora Health’s social media strategy, with a focus on growing the organization’s audiences and engagement rates across all social media platforms
  - Own the complete process of social media, including documenting all social media posts (both reactive and proactive requests), daily drafting of polished, on-brand content, developing creative briefs for each post, mapping out a content editorial calendar, scheduling posts, and platform-specific optimization and evaluation
  - Manage the social media editorial calendar across channels, with the goal of developing a healthy mix of new and evergreen content, and a content calendar planned out at least two months in advance.
    - Experience with tools like Airtable and Hootsuite preferred
    - Experience managing freelance designers and creating robust creative briefs for all required design assets
  - Responsible for daily community management (social listening and engagement) and regular community management reporting
  - Monitor and evaluate social media analytics and suggest ways to optimize; create and share monthly and quarterly reports on overall social media and digital marketing performance and reach with key stakeholders

- Consistently maintain social media best practices and suggest new considerations or ideas by regularly monitoring what's happening within the external social media landscape and best practices
- Maintain a healthy balance of proactive and reactive social media requests, posts, and campaigns
  - Regularly suggest new content ideas, series, or campaigns for social media
  - Experience liaising with external partners and creating shareable social media toolkits preferred

- **Digital Marketing**

- Lead the execution and the development of our digital communication strategies, including managing our website, blog, email newsletters, microsites, and all other digital properties.
  - Experience with WordPress, Google Analytics, social media management tools, Mailchimp, Canva, and Adobe Suite, etc. preferred
- Website and other digital properties:
  - Define, monitor, and report on key indicators to measure the effectiveness of our digital footprint
  - Maintain a consistent brand voice across all channels
  - Uphold digital communication design best practices and brand design standards across all digital properties
    - Liaise and manage relationships and projects with web design and development partners
  - Create and manage editorial calendar for all digital channels (social media, blog, website, email newsletters)
  - Serve as the main point-of-contact and webmaster for the website and for the various individuals/workstreams who help keep it humming and performing well (UI/UX, design, content, etc.)

- Regularly monitor SEO and user engagement and suggest ways to optimize
  - Report on SEO and user engagement as part of monthly and quarterly reports
  - Liaise and manage relationship and projects with SEO consultant
- Oversee organization-owned media channels (Medium, blog, LinkedIn thought leadership, etc.)
- Email marketing:
  - Work with the Associate Director of Communications and leadership to produce and deploy the organization's email marketing strategy – with a focus on increasing email subscriptions and engagement
    - Experience with Mailchimp preferred
  - Execute newsletter campaigns on Mailchimp, draft and edit newsletter content, manage copy feedback loops, and work with designers on design requirements and templates
  - Maintain contact databases, mailing lists, and manage mass marketing software to ensure timely, GDPR-compliant communication with stakeholders, both internal and external

## **WHAT WE ARE LOOKING FOR**

- A Bachelor's degree in marketing/communications or relevant work experience
- 7 years experience in roles which include deep experience in copywriting; social media strategy, production, management, and evaluation; digital marketing; communications strategy development; and campaign execution
- A highly-skilled, creative, and professional social media copywriter with outstanding english communication skills, both written and verbal (particularly corporate social media writing and business writing experience)

- Familiarity or experience with marketing tools and softwares (e.g. Airtable, Hootsuite, WordPress, Google Analytics, Mailchimp, Canva, Adobe Photoshop or illustrator, etc.)
- Experience and comfort working independently across time zones with the expectation of working from our Bangalore office at least two days a week
- A trusted project manager who thrives working independently and who can own multiple workstreams with grace and professionalism
- A creative storyteller who can provide on-brand campaign concepts and copy for key social media moments and see them through from ideation to deployment
- Experience developing creative briefs, working with designers, and a deep appreciation for best-in-class visual design standards across digital platforms; the ability to oversee creative production through from start-to-finish
- Experience monitoring, evaluating, and reporting on digital marketing and social media performance and reach
- The ability to take ownership and collaborate seamlessly as part of a diverse team including designers, health professionals, strategists, and consultants from across the world
- Experience working in the social/developmental sector is a plus, as is any demonstrable experience writing about and engaging with issues related to public health and health equity

## WHAT WE VALUE

At Noora Health, we value diversity, equity, and inclusion, and we understand the value of developing a team with different perspectives, educational backgrounds, and life experiences. We prioritize diversity within our team, and we welcome candidates from all gender identities, castes, religious practices, sexual orientations, and abilities – among many others. We encourage people from all backgrounds to apply for positions at Noora Health.

## HOW TO APPLY

Email the following materials with the subject line **Social Media and Digital Marketing Manager** to [people@noorahealth.org](mailto:people@noorahealth.org):

- A one-page cover letter describing your interest in the position and background

- An updated resume, which includes relevant experiences
- 3 writing samples, including background on your role in the conception and drafting of the piece
  - Ideally a mix of long- and short- form writing samples
- Social media examples (7-10) that include:
  - Your specific role with regards to the post and/or campaign development, from copy to the visual(s)
  - Context on why that campaign or individual post speaks to your ability to lead social media for Noora Health
    - ideally 7-10 post examples from a variety of social media platforms like LinkedIn, Twitter, Facebook and Instagram
    - Evaluation commentary on the posts performance, engagement, or other analytics-focused insights
- Link to websites you have helped manage and/or helped build
  - Commentary around your role with regards to the website preferred