

**Job Title: Digital Marketing and Content Strategist (Full time)**

**Location: Mumbai, India**

Mumbai First looking for a dynamic and creative Social Media & Digital Marketing Executive to join our team and help us amplify our mission and engage with our stakeholders effectively through digital channels.

**Responsibilities:**

**Social Media Management:**

- Develop and implement social media strategies to increase our organization's visibility and engagement.
- Create, curate, and schedule content across various social media platforms (Twitter, Facebook, LinkedIn, Instagram).
- Influencer outreach: Identification of and connection to members of the community and influencers to grow reach and build a network of advocates. Communicate with industry professionals and influencers via social media to create a strong network.

**Content Creation:**

- Generate creative and compelling content, including graphics, videos, and written posts, to support our mission and initiatives.
- Collaborate with internal teams to gather content and stories for digital marketing campaigns.

**Digital Marketing Campaigns:**

- Plan and execute digital marketing campaigns to promote events, initiatives, and fundraising efforts.
- Monitor and analyze the performance of campaigns and adjust strategies as needed to achieve goals.
- Managing database and email marketing.

**Community Building:**

- Build and nurture online communities that support our organization's goals and values.
- Foster relationships with influencers and key stakeholders in the digital space.
- Suggest new ways to attract prospective competitors/peers, like promotions and competition

**Analytics and Reporting:**

- Track key performance indicators (KPIs) and prepare regular reports on the effectiveness of digital marketing efforts.
- Use insights to optimize strategies and improve engagement.

### **Qualifications:**

- Bachelor's degree in Marketing, Public Relations or a related field.
- Proven experience in social media management and digital marketing.
- Strong writing and content creation skills.
- Proficiency in social media scheduling and analytics tools.
- Creative thinking and an eye for design.
- Candidates with prior work experience in the social/development sector would be desirable.

### **Specific skills:**

- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, Pinterest, Youtube social media best practices.
- Understanding of Web traffic and SEO metrics.
- Spoken and Written English.
- Spoken Hindi (Basic-Intermediate), Spoken Marathi (added advantage)
- Social Media Marketing & Communications
- Photoshop, Canva, Indesign, Photoshop

**Remuneration:** Commensurate with prior work experience and market standards.

### **How to Apply:**

Interested candidates are invited to submit their resume and a cover letter detailing their qualifications and motivation to **info@mumbaifirst.org**. Please include "Executive - Digital Marketing & Content Strategist" in the email subject line. Join us in our mission to drive positive change and shape the future of Mumbai.

### **About Mumbai First**

**Mumbai First** is a not-for-profit think tank that aims to make the Mumbai Metropolitan Region a better place to live, work and invest in. With its unique model of public-private participation, it was set up by India's industry leaders 25 years ago. The Tatas, Mahindras, Reliance, Godrej, ICICI, Asian Paints, and HDFC are a few of the patrons of this organization which has worked with the Union and State Governments, MCGM, MMRDA, etc. as a nonpartisan body able to engage civil society, professionals, and captains of industry. As a think tank and catalyst between industry and government, Mumbai First has been working relentlessly towards its vision of transforming the Mumbai Metropolitan Region (MMR) into a world-class city for citizens, and a most preferred destination for business.