**Marketing Executive**

**Organization: Udayan Care**

**Location: Delhi**

**About Udayan Care**

Udayan Care, an ISO 9000-certified organization, has been working for the quality care of disadvantaged children, women, and youth for over 29 years, with the endeavor of making young lives shine. The mission of “A nurturing home for every orphaned child; an opportunity for higher education for every girl and every adult; the dignity of self-reliance and the desire to give back to society” drives its employees to action. Udayan Care advocates and influences policy change in the alternative care space, by researching and creating evidence, training functionaries, and developing policy briefs, and research papers.

Udayan Care has been accredited by Give India and Credibility Alliance, for its transparent and credible performance. It also has its presence on Niti Aayog’s Darpan. It has been a recipient of the prestigious National Award for Child Welfare by the President of India in 2014. For more details, please visit [www.udayancare.org](http://www.udayancare.org).

**Purpose of the Role**

We are seeking a highly motivated and experienced **Marketing Executive** to join our team. The successful candidate will be responsible for managing the marketing of our products, running our social media platforms, posting products for better reach to customers, ensuring timely client response, managing inventory, and effectively displaying and selling our products.

**Marketing - All forms of Marketing and Promotions including:**

1. Develop and implement marketing strategies to promote SDC products and courses.
2. Manage and run our social media platforms to increase brand awareness and customer engagement and keep close track of market trends.
3. Fluency in Hindi and English for content writing and interacting with customers via DMs and comments to take orders and coordinate with the admin sales team.
4. Post products and content on social media and other platforms for better reach to customers with the dual objectives of branding and sales.
5. Display and promote products in an effective manner.
6. Respond to client inquiries in a timely and professional manner.
7. Analyse market/sales data to identify trends and opportunities for growth.
8. Work with mood boards to understand themes in accordance with Production and Design to introduce limited collections.
9. Work and coordinate with the photographer to create content for the social media pages.
10. Collaborate with other stakeholders to ensure a cohesive approach to marketing and sales.
11. Software handling of Photoshop, Canva, and Illustrator for content creation and photo editing.
12. Performance KPIs: Engagement rate, Reach, Impressions, Traffic, etc.
13. Analytic Tools like SEMrush/ Similarweb etc.
14. Marketing for events like stalls/festive sales for both online and offline platforms. Manage and create print media to promote the same.
15. Marketing the work of SDC by writing draft reports for newsletters/donors/annual reports etc. and working closely with the SDC directors to finalize each report.
16. Create fundraising collaterals for the Skill Development Centre Program – PowerPoint presentations, E-mailers, Brochures, etc.

**Educational Qualifications:**

1. Bachelor’s degree in Marketing, Business Administration, or a related field
2. Excellent communication and interpersonal skills
3. Strong organizational and time-management skills
4. Ability to work independently and as part of a team
5. Proficiency in social media platforms and marketing tools Analytic Tools like SEMrush/ Similarweb, etc.

**How to Apply:** Please download and fill out the Application form and send it to recruitment@udayancare.org along with your updated CV.