

Position: Lead, Digital Marketing
Reports to Head Marketing and PR
Location: New Delhi (full time)

About the job

The Lead, Digital Marketing will be responsible for developing and executing CanSupport's digital strategy to build brand awareness, engage stakeholders, and drive fundraising efforts online. This role requires a combination of strategic thinking, content marketing, social media expertise, digital advertising knowledge, and analytics skills.

Key Responsibilities

- Develop and implement a comprehensive digital marketing strategy
- Manage multi-channel online campaigns to promote CanSupport's programs, events and fundraising initiatives.
- Manage website updation, ensuring content is fresh, accurate, and SEO-optimized.
- Implement SEO best practices to improve visibility and ranking on search engines.
- Plan and manage paid digital campaigns (Google Ads, Facebook Ads, LinkedIn Ads) to support brand awareness and fundraising objectives.
- Create digital donor journeys, monthly giving campaigns, and crowdfunding initiatives.
- Manage regular email communications including newsletters, donor updates, and event invitations using mass mailing platforms.
- Track and report digital campaign performance using tools like Google Analytics, Facebook Insights, and others.

Qualifications

- Bachelor's or Master's degree with an overall experience of 2+ years in a related field.
- Strong written and verbal communication skills.
- Strategic thinking and planning abilities.
- Familiarity with digital marketing tools
- Experience managing digital fundraising campaigns.