

**JOB DESCRIPTION**

|                             |                                 |
|-----------------------------|---------------------------------|
| <b>Position Title</b>       | Head – Marketing                |
| <b>Department/ Function</b> | Resource Mobilization           |
| <b>Band</b>                 | SR. Manager                     |
| <b>Location</b>             | Delhi                           |
| <b>Travel</b>               | Upto 40%                        |
| <b>Direct Reporting to</b>  | Director, Resource Mobilisation |
| <b>Reportees</b>            |                                 |

**About: Miracle Foundation India**

Working with the vision of a family for every child, for the past 10 years, Miracle Foundation India has emerged as an industry leader in family strengthening (FS) and family-based alternative care (F-BAC), helping to reintegrate children with families, and working at the local level to prevent child separation from family.

**In order to achieve this, Miracle Foundation India focuses on the following three program objectives:**

- 1. Prevention & Gatekeeping** – children stay in families through effective gatekeeping by the social workforce
- 2. Transition** – transition children from institutions to families /F-BAC options through support to Government
- 3. Youth Enablement** – enable youth and care leavers to live a meaningful and productive life

The inherent approach of Miracle India's work has been about capacity building, strengthening the existing systems to support the Government and civil society organisations in strengthening FS and F-BAC in keeping with the vision of the Juvenile Justice (Care & Protection) of Children Act 2015.

Miracle Foundation India is a Section 25 NGO which is responsible for executing all programs in India and is associated with Miracle Foundation global organization which is registered in the US as a 501(c)(3) non-profit.

**Key Purpose of the Role**

- Miracle Foundation India seeks a highly creative head of marketing to lead its communications and marketing efforts for its India programme
- This position holder will be responsible for implementing the program marketing and campaigns strategy for Miracle Foundation India

**Key Roles & Responsibilities**

- Strategies a way to reach a larger number of target audiences using tactics identified.
- Grow the reach for the Miracle Foundation India brand among key target audiences identified by the organisation
- Engage key audiences in the brand and its key messages
- Manage and improve the quality of its digital offer, particularly its website and all key social media channels
- Plan and implement digital marketing campaigns for the brand
- Oversee and manage its programme communications with a focus on creating original content in close collaboration with other Departments
- Publish quality in-house publications such as research papers and the Annual Report
- PR with mainstream and parallel media for the brand

**Marketing & Campaigns**

- Place Miracle Foundation India as the key brand as a Technical Expert in the space of social impact for orphans / vulnerable children
- Identify PR and Marketing/Cause Related Marketing opportunities and develop key messages for promoting the Miracle Foundation India and its strategic objectives
- Ensure the development and implementation of fundraising campaigns to enhance the Miracle Foundation's impact and outreach to raise resources through organizational branding, program models and success stories.

- Guide the Coordinator – Marketing & Campaigns in developing relevant content for the organization’s website, social media and other avenues to make it fundraising oriented in line with the Miracle Foundation’s branding strategies.
- Build lead generation campaigns to expand database and reach of the brand
- Keep a track of the SEO rankings of the website and provide feedback in the timely manner
- Participate in monthly review meetings with the marketing and website teams
- Ensure optimum utilization of organizational digital marketing for fundraising and supporter engagement
- Ensure the development of marketing protocols in alignment with the Miracle Foundation strategies
- Explore avenues with Pardot consultant to maximise the use of Pardot in campaigns and lead nurturing

### **Learning Events & Campaigns**

- Ensure the day-to-day management of all ongoing campaigns, ensure implementation based on defined strategies and ensure successful delivery
- Build and maintain calendar of content, campaigns and promotions
- Monitor and accurately report on adherence to the campaign project plan and budget
- Create landing pages and optimize user experience by collaborating with internal teams
- Evaluate end-to-end customer experience using analytical ability, looking across multiple channels.

### **Blog & Collateral Development**

- Develop annual report by coordinating with internal teams and creative agency
- Create and oversee the creation of, written and visual content for different collaterals (Two pagers, internal collaterals, donor reports, brochure etc)
- Ensure all the collaterals are updated on a regular basis – or as requested
- Produce blog posts and review blogs received from the internal team

### **Social Media**

- Develop and manage social media accounts and disseminate targeted messaging to key audiences;
- Create and oversee the creation of, written and visual content for different social media platforms;
- Churn social media content from program reports, updates etc.
- Conduct content testing to determine which messages drive engagement
- Perform social audits, audience analysis and social listening. In cases where audits and analysis are to be completed in your non-native language, you will help to source and work alongside relevant contractors
- Help to plan and oversee the execution of digital marketing campaigns using a range of channels – PPC/Paid Search, Social, Display and YouTube – to create impactful and scalable campaigns.
- Ensure brand messaging, palette and logo are consistent across all social media platforms and website
- Ideate and run Lead generation campaign on social media
- Manage incoming queries/leads from social media
- Support through social media activities to scale digital fundraising at Miracle Foundation India

### **Miscellaneous**

- Work with senior leadership team to build case studies on best practices in Miracle foundation India
- Establish, track and report on key performance indicators and measures relating to digital fundraising
- Create and maintain organization literature and other forms of communication
- Maintain MOUs for vendors
- Any assignment given by Regional Director & CEO

### **Education & Experience Required**

| Education                                               | Experience                                                                                                        |
|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| ○ Degree in Marketing/Digital Marketing/ Communications | ○ 8 +years (9-10 years of experience will be better) of experience in campaigns / marketing / digital fundraising |

### **Preferred Skills**

- Excellent project, time and organizational management skills
- Attention to detail and hands on approach
- Strong writing, editing, proofreading and layout/design skills
- Strong computer literacy and knowledge of Editing software
- Experience in screening, briefing and managing creative agencies in India
- Strong interpersonal skills
- Ability to be flexible
- Self-motivated, self-starter, and team player
- Proficient in google ads, analytics and other digital marketing tools
- Ability to use CANVA
- Working knowledge of Pardot is an asset
- Respect for the core values of Miracle Foundation India and high level of empathy towards the project participants and the children we serve
- Capable to think innovatively and creatively to accomplish organisation objectives

#### **Child Safeguarding Policy**

Any employee, consultant, contractor or the supplier undertaking an activity on behalf of Miracle Foundation must sign and comply with the Miracle Foundation's Child Safeguarding Policy which is a statement of Miracle Foundation's commitment to preventing abuse and protecting children with whom it comes into contact.

This extends not only to children with whom Miracle Foundation and its partners work directly with, but also includes children whom staff are responsible for. Miracle Foundation believes that the situation of children must be improved through the promotion of their rights supported and demonstrated by all members of staff. Miracle Foundation's India Code of Conduct sets out the standards to which all staff members must adhere.