



Marketing Associate

Atma Education is now building a free online web-app, the '[Network](#)' where NGOs based anywhere in India can benefit from our experience and expertise. Through the Network, we aim at accelerating the growth of NGOs independently, increase their funding capacity, attracting talent and help them with resource linkages.

Job Role:

The volunteer position would be focused on assisting Atma in developing and implementing their social media strategy, networks and collateral to communicate with other organizations working in the education space and also help in developing a marketing plan for the Atma Network.

Responsibilities:

The key responsibility of the Atma Marketing Associate will be focused on working with the Atma Network Manager to establish a clear marketing plan for the Atma Network including:

- Creating deliverables such as annual report, brochures one pagers for the Network
- Gaining a strong understanding of the Atma Network and the different touch points that media can be used for
- Facilitating the development of the Atma Network's social media management standards, policies and rules of engagement for social media
- Working with Network Manager to build best practices for creating, managing, monitoring, and developing content for social networks

Specific Skills and Experience Required:

- A bachelor's degree in marketing, business, communications, or a related field is preferable
- Experience in developing marketing plans
- Strong writing skills
- Experience working in marketing and communications
- Experience working on and leading a diverse team
- Demonstrated professional experience and a passion for the social technology universe (i.e., Facebook, Twitter, YouTube,



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blogs, wikis, RSS, social bookmarking, discussion forums and community software)

Desired Qualities:

- Excellent written and verbal English communication
- Consultative approach to work
- Self-starter
- Patient and able to deal with ambiguity
- Strong inter-personal and communication skills
- Strong personality