

Marketing and Communications Volunteer

Background

The volunteer position would be focused on assisting an Atma Partner Organization in developing and implementing their social media strategy, networks and collateral to communicate with direct and indirect beneficiaries and also help in developing a marketing plan for the partner organization.

Location:	<i>Mumbai/Pune</i>
Time Commitment:	<i>Full Time</i>

Sr.no.	Key Job Areas
	<ul style="list-style-type: none"> ● Working with Partner NGO's communication manager to build best practices for creating, managing, monitoring, and developing content for social networks ● Gaining a strong understanding of the Partner NGO's story and the different touch points they could use the media for. ● Working with the communications and marketing manager in developing and maintaining a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic ● Facilitating the development of Partner NGO's social media management standards, policies and rules of engagement for social media

Skills	Knowledge/Experience	Competencies
A bachelor's degree in marketing, business, communications or a related field is preferable.	Experience working in marketing and communications.	Excellent written and verbal English communication.
Strong writing skills	Experience working on and leading a diverse team.	Consultative approach to work
	Demonstrated professional experience and a passion for the social technology Universe (ie Facebook, Twitter, Youtube, Blogs, Wikis, RSS, social bookmarking, discussion forums and community software).	Maturity
		Able to deal with ambiguity