

About-SeSTA

Seven Sisters Development Assistance (SeSTA) www.sesta.org is a professionally managed, non-governmental, not-for-profit organization initiated by a group of young professionals engaged in different parts of North-East India. The name SeSTA is pronounced 'Chesta' and means 'Effort' in Assamese. It was begun with the idea of enhancing the capabilities of vulnerable communities by creating a just and equitable society devoid of poverty and identity-related crises, and by promoting and strengthening institutions in the north-eastern region of India. SeSTA's mission is to catalyze inclusive and sustainable development in the North-East region of India by enhancing the capabilities of the rural communities.

Name of Post: Digital Marketing Specialist

Eligibility:

We are looking for passionate young persons who have urge to work for rural disadvantaged communities to bring meaningful changes in their lives; with a minimum qualification of B.Tech, BE, MA in Mass Communication & Journalism, MBA, MSC, MCOM with 50 % marks for GENERAL and 45% for SC/ST and OBC. Women candidates are encouraged to apply.

Experience required: Candidates should have 3-4 years of experience in Digital Marketing.

Salary/Pay:

Gross Salary will be approximately Rs. 38,000 per month as per years of relevant experience (First 6 months will be on probation)

Requirements and skills

- Certificate or Diploma in Digital Marketing and Communication
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

Primary roles and responsibilities will be:

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, e-mail, TV etc and display advertising campaigns

- Design, build, optimize and maintain social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to coordinate brand awareness and marketing efforts, create landing pages and optimize user experience
- Conduct market research to find answers about consumer requirements, habits and trends
- Brainstorm and develop ideas for creative marketing campaigns and growth strategies
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Collaborate with agencies and other vendor partners to execute promotional events and campaigns
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate
- Manage an organization's website and maintain it, keeping best practices in mind
- Track the website traffic flow
- Provide internal reports on a regular basis
- Analyze digital data to draw key recommendations around website optimization
- Conduct social media audits to ensure best practices are being used
- Create and maintain online listings across e-commerce platforms
- Ensure that the brand message is consistent
- Writing project proposals
- Reaching out to donors and Fundraising using digital marketing
- Regular donor servicing and donor list raising
- Building linkages with funding organizations
- Publication of Annual magazine etc
- Content creation, writing, editing, designing and google AdWords
- Audio-visuals, write ups and Tele marketing

Process of Selection:

- a. **Telephonic Interview**
- b. **PowerPoint presentation**
- c. **Personal Interview**
- d. **Rural Stay Test**

Last date of Application: 31st May, 2022

How to apply: Click on the link to apply <https://forms.gle/HVoumA2vaH7USn2P8>

The date of Selection will be intimated to shortlisted candidates by phone or mail.