



Pratham USA

Every Child In School and Learning Well

Associate, Digital Marketing

About Pratham

Learning changes lives. Over the past 27 years Pratham has changed the lives of over 75 million children and young people in India and beyond. It is vital to us that we work with communities, parents and schools, equipping them with the tools they need to give their children the best possible start in life. From early years right through to adulthood.

What We Do

- LITERACY AND LEARNING engages children ages 3-14 in order to improve their basic reading, writing, and math skills.
- VOCATIONAL TRAINING promotes economic self-sufficiency for young adults through training and job placement.
- GIRLS' EDUCATION PROGRAM assists female dropouts over the age of 14 in completing their secondary school education and earning their 10th Standard diploma.
- RESEARCH AND ADVOCACY EFFORTS measure and provide reliable data on children's learning.
- EDTECH SOLUTIONS empower students to use self-driven curricula to learn outside of the classroom.

Our Impact

We reach millions of children and youth in India each year through operations in 23 cities, 21 states, and two union territories. Our programs have also inspired partnerships to expand the reach of our programs to 23 countries outside of India.

The past 12 months have been like no other. Facing up to the challenges of Covid-19 we have:

- Reached 500,000+ children directly with learning opportunities suited to their own level
- Served 20,000 communities
- Helped 200,000+ children catch up on lost learning due to school closures



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- Given 4,000+ young women a "second chance" to earn their secondary school certificate
- Trained over 50,000 youth and placed 27,000 in jobs
- Equipped more than 700 partners with digital learning content through Pradigi Open School

Pratham USA

Pratham USA (PUSA) is a 501(c)(3) non-profit with 14 chapters across the United States. We raise awareness and mobilize the financial resources that make our work possible.

Job Description

Pratham USA is seeking a highly motivated and skilled Digital Marketing Associate to join our team. The Digital Marketing Associate will play a crucial role in developing and implementing digital marketing strategies to support our mission of promoting quality education in India. This role requires a strong understanding of digital marketing channels, analytics, and campaign management. The ideal candidate should be creative, detail-oriented, and have a passion for leveraging digital platforms to drive engagement and support fundraising efforts.

Responsibilities:

- Support on the development and execution of digital engagement and fundraising campaigns to US audiences across various Pratham USA platforms, including social media, email marketing, website, and advertising.
- Assist in managing relationships with external vendors and agencies to execute digital marketing projects and day-to-day tasks effectively.
- Create engaging and compelling content for digital channels, including website, blog, social media posts, and mass marketing emails.
- Monitor and analyze campaign performance using web analytics tools and provide regular reports and insights to optimize marketing efforts.
- Collaborate with internal teams to ensure consistent brand messaging and alignment of digital marketing activities with organizational goals.
- Conduct research to identify target audiences, competitive landscape, and emerging opportunities.
- Stay up-to-date with the latest trends and best practices in digital marketing and suggest innovative strategies to enhance Pratham USA's online presence.



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- Support the Marketing and Communications team with any other duties as required

Requirements:

- Bachelor's degree in Marketing, Communications, or a related field.
- 3+ years of proven experience in digital marketing, preferably in a nonprofit or education-focused organization.
- Strong knowledge of digital marketing channels and best practices, including social media, email marketing, SEO, SEM, and content marketing.
- Proficiency in using digital marketing tools and platforms, such as WordPress, Google Analytics, Facebook Ads Manager, Pardot, etc.
- Excellent written and verbal communication skills.
- Ability to interpret data and derive actionable insights.
- Creative thinker with the ability to develop engaging and impactful content.
- Able to multitask, prioritize, and meet deadlines in a fast-paced environment.