



Pratham USA

JOB TITLE: Senior Associate , Digital Marketing

Overview

Established in 1995 to provide education to children in Mumbai slums, Pratham (which means “first” in Sanskrit) is now one of the largest and most successful non-governmental education organizations in India. Working in collaboration with governments, communities, parents, teachers, and volunteers, we focus on innovative interventions to address gaps in the education system. The clarity of our mission—“every child in school and learning well”—drives our focus to make an impact on the lives of India’s children and extends from our leadership to our team in the field.

With operations in 21 of India's 29 states, Pratham reaches millions of children and youth each year, from Kashmir to Tamil Nadu. Our methods have also spread beyond India's borders through ASER (Annual Status of Education Report), India's largest citizen-led assessment which has inspired parallel assessments of children's learning in fourteen countries across the world.

What we do

Develop Innovative Programs - Pratham uses outcome-driven programs that reconfigure teaching methodologies and challenge ineffective learning mechanisms. Our strategies focus on results, accountability and continuous learning and improvement.

Build Scalable Models - Pratham's low-cost learning models are rigorously tested and evaluated so they can be easily replicated on a larger scale to provide quality education to every child.

Advocate Change - Pratham’s willingness to take risks, adapt to changing circumstances and look beyond our programs gives us the leverage to create broader change. We amplify our impact by freely sharing information with other nonprofits and using our findings to advocate for large-scale policy changes.

Inspire Action - We engage parents, teachers and government to make learning a community effort. Local volunteers are vetted, trained and monitored to help implement learning interventions at the grassroots level using Pratham’s high-quality teaching materials.

Pratham USA

Pratham USA is a volunteer-driven organization with 12 chapters across the United States that raise awareness and mobilize financial resources for our work on the ground. With a four-star rating (the highest possible) from Charity Navigator, Pratham USA demonstrates accountability and transparency as a non profit organization. More



Pratham USA

information about Pratham USA can be found here: [Pratham USA](#)

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.

Specific Responsibilities

- **Project Manage Digital Event Marketing for virtual and in-person events hosted across US:**
Oversee the end-to-end digital marketing for Pratham USA events, including galas, webinars, salons, and other engagement initiatives, including:
 - **Email Marketing:**
Plan, draft, and track targeted email campaigns to promote events and engage attendees, ensuring timely delivery and adherence to branding guidelines.
 - **Social Media Marketing:**
Create and manage event-specific social media content, ensuring alignment with overall brand while maximizing outreach.
 - **Website Content Development:**
Collaborate with the development team to update and maintain event-related content on the website, including landing pages, registration details, and donor information.
 - **Classy Platform Management:**
Manage event pages, ticketing, and fundraising features on the Classy platform, ensuring a seamless user experience for donors and attendees.
 - **Data and Metrics Analysis:**
Track and analyze the performance of digital marketing campaigns and platforms, making data-driven recommendations to improve effectiveness.
 - **Collaborative Coordination:**
Work closely with regional teams, vendors, and stakeholders to meet tight deadlines and deliver high-quality results in a fast-paced environment.
 - **Solutions-Oriented Approach:**
Proactively identify and address challenges, ensuring smooth execution of all digital marketing components for events.



Pratham USA

- **Experience and Agility:**

Leverage prior experience in digital marketing and event management to navigate the demands and dynamic pace of a growing, mission-driven organization.

- **Content Development and Management:**

- **Content creation:** Draft compelling and mission-aligned content for various platforms, including website updates, social media posts, email marketing campaigns, blog posts, and event invitations.
- **Editing and proofreading:** Ensure all content is error-free, aligns with Pratham's branding and messaging, and resonates with target audiences.
- **Collaborative Development:** Work closely with the marketing, events, and fundraising teams to tailor content for specific campaigns and audiences.
- **Content Strategy:** Contribute to the planning and execution of content calendars, ensuring timely delivery of materials across channels.
- **Data-Informed Adjustments:** Analyze content performance using tools like Google Analytics or social media insights and refine strategies for greater impact.

- **On a regular basis:**

- Create fundraising pages and event pages
- Update site content
- Monitor public inboxes
- 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, e-newsletter, 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.
- Support the Marketing and Communications team with any other duties as required



Pratham USA

Required Skills and Competencies

- Bachelor's degree in Marketing, Communications, or a related field.
- 5 years of proven experience in digital marketing, preferably in a nonprofit or education-focused organization/ international NGO or company.
- Experience in writing blogposts, articles, developing creatives using Canva
- 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, Meta Business Manager, Salesforce, etc.
- Excellent written and verbal communication skills.

Compensation

The position is full-time with competitive compensation and benefits commensurate with the India market in the social impact field.

Location and Travel

This is a remote role based in India - which will require flexibility to be available US hours (8am ET - 5pm ET) as needed.

How to Apply

Email a cover letter describing your qualifications and relevant experience, a resume and salary requirements to hire@prathamusa.org.

Pratham is an equal opportunity employer and encourages people from diverse backgrounds to apply for positions within our organization.

Note: This job will be hired via our organizational partner in India - Pratham USA Learning Solutions, LLC.