



Patrika Foundation is looking for a highly passionate and competent individual for the post of **‘Impact Marketing Executive’**

**The individual should possess-**

- Experience of 3 years and above.
- MBA in Sales and Marketing or equivalent degree preferred.
- A keen interest in social sector marketing, fundraising and corporate stakeholder management.
- Awareness of the public policy and social sector
- Progressive experience in overseeing and implementing a marketing strategy in both the corporate and development/ social sector.
- Demonstrated skill-sets and knowledge in market research and brand awareness combined with an understanding of the public policy space in the country.
- Communication skills to design and develop outreach strategies, corporate proposals and other relevant collaterals.
- Ability to work in pressure and target-based environment
- Experience in the field of media marketing will be an added advantage.
- Experience and skills in digital and social media marketing will be an added advantage.

**Responsibilities-**

- Conduct thematic mapping of corporates with a domain or brand interest in the social or public impact campaigns being developed.
- Ideation and development of outreach strategies to tap the marketing potential of such corporates.

- Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
- Ensuring financial sustainability of the projects of Patrika Foundation.
- Managing donor engagement, donor relationships and donor cycles
- Liaise with the internal marketing team on the development of creative marketing products or brand-integrated strategies that support the larger social impact campaigns being ideated.
- Collaborate on mapping the incentives of various marketing stakeholders and customizing outreach strategies to align them to the organization's deliverables in various projects.

**Please send your CVs to**

**[info.patrikafoundation@in.patrika.com](mailto:info.patrikafoundation@in.patrika.com)**