

Job Description

Marketing Executive

Summary

We are seeking a young hard working candidate to assist in the development of Teach A Class as India's first teacher-focused fundraising platform. A successful candidate must believe in the core values of Teach A Class, be driven by our mission and have a strong focus on storytelling and creating impact.

The role will involve a great deal of digital and online marketing. Executives may need to look at analytics and come up with appropriate courses of action, produce written and multimedia content and manage pay-per-click (PPC) and programmatic advertising. Having a familiarity with or prior experience of digital and online marketing methods is key.

About Us

Teach A Class Foundation is a marketplace that connects teachers to innovative solutions. Our vision is to empower teachers to lead themselves and their classrooms in the 21st century.

Key Responsibilities

- ❖ Developing marketing campaigns
- ❖ Conducting research and analysing data to identify and define audiences
- ❖ Devising and presenting ideas and strategies
- ❖ Promotional activities and organising events
- ❖ Writing and proofreading creative copy
- ❖ Maintaining websites and looking at data analytics
- ❖ Updating databases and using a customer relationship management (CRM) system
- ❖ Coordinating internal marketing and an organisation's culture
- ❖ Managing campaigns on social media.

Skills

- ❖ Good teamwork skills
- ❖ Communication and networking ability
- ❖ Adaptability
- ❖ Strong attention to detail
- ❖ Good organisation and planning skills
- ❖ Creativity and writing skills

Desired Qualifications

- ❖ Marketing/ Communications/ Business or a relevant degree or proven marketing know-how, a positive disposition.
- ❖ Very strong English communication skills.
- ❖ Knowledge of any other local languages will be beneficial, however not essential.
- ❖ For candidates with strong work experience, salary packages can be discussed depending on experience and qualifications.
- ❖ Competent use of Microsoft Office
- ❖ Creative flare, ability to multitask and adherence to schedules and deadlines. Flexibility is essential.
- ❖ Keen interest in social media and knowledge of digital media strategies.

Job Perks

- ❖ Competitive salary package
- ❖ Fun work environment with like-minded, enthusiastic and dynamic people
- ❖ Global Exposure at events and conferences
- ❖ Strong international network of mentors in your specific area of interest to nurture your talent and guide you
- ❖ Cake on your birthday (and for that matter, on everyone else's birthday)
- ❖ Travel to school and partner locations

Selection Process

Email your resume to rachel@teachaclass.org with “Application: Marketing Executive” in the subject line, along with a cover letter explaining why you want to work with us and how your unique skills would benefit our efforts. Candidates will go through two rounds of interviews and a performance task.

