

## **American India Foundation (AIF) - Trainer- Digital Marketing and Web Designing**

**Program:** Market Aligned Skills Training (MAST)

**Role:** Trainer- Digital Marketing and Web Designing

**Location:** Delhi/ NCR

**Nature of Employment:** Contractual

### **Background**

The American India Foundation is committed to improving the lives of India's underprivileged, with a special focus on women, children, and youth. AIF does this through high impact interventions in education, health, and livelihoods, because poverty is multidimensional. AIF's unique value proposition is its broad engagement between communities, civil society, and expertise, thereby building a lasting bridge between the United States and India. With offices in New York and California, twelve chapters across the U.S., and India operations headquartered in Delhi NCR, AIF has impacted 6.7 million lives across 26 states of India. Learn more at [www.AIF.org](http://www.AIF.org)

### **About MAST**

Market Aligned Skills Training (MAST) provides underprivileged youth with skills training and access to formal employment opportunities.

### **Project Background**

Addressing the issue of lack of employability skills, the project will leverage the AIF Centre of Excellence in Delhi NCR to provide Market Aligned Skill Training in IT domain to 300 underprivileged youths and creating for them access to job employment

### **Job Roles & Responsibilities**

- To ensure training of eligible candidates from marginalized and economically weaker section of the society in Digital Marketing & Web Design development training courses.
- To maintain the trainees database time to time on AIF MIS and upload the relevant supporting documents on timely basis.
- Preparation of sessions as per training guidelines and material applicable for the program.
- Conducting classes as per schedule and methodology and ensuring student attendance and participation in the sessions.
- To organize various center indoor activities and take candidates for outdoor exposure visits on regular basis.
- Supporting the team in candidates enrollment & admissions by counseling the students visiting the centres.
- Counseling students as when required to enable their placements in jobs.

- Assist the Placements team by contributing in achieving Centre Placement Targets by liaising & networking with the local employers for Industry Connect activities (HR Talk sessions & Exposure visits) & Placements (Campus hiring & Job Interviews) etc.
- Generating reports and presenting information to Program Manager.
- Timely reporting to the donor regarding project progress and facilitating them as and when required.
- Any other task as assigned by the line manager

### **Desired Candidate Profile**

- Possess sound knowledge of Digital Marketing, AdWords, SEO, Email Marketing, Mobile Marketing, ORM, and Website Development.
- Candidate should have thorough knowledge of Digital Marketing and SEO.
- Knowledge with Java/OOPS/HTML/SEO/C++ any other programming languages (Mandatory).
- Must know setting up insights, analytics, pixels, etc.
- Know keyword research and about the latest social media trends.
- Must have worked on SEO of websites and ranked the keywords on the top pages of Google.
- Proficient in Core and advance PHP with the framework & and WordPress.
- Should possess a good knowledge of web designing (HTML, CSS, JavaScript, jQuery, Responsive web designing).
- Should have knowledge of HTML, CSS, JavaScript, JQuery Responsive web designing.
- Should have a flare for teaching & will also be required to guide the students through their projects.

### **Qualification required**

- Technical Graduate - BE/B-Tech-Computer applications, BCA, B.SC etc.
- Past experience on Social Media platforms is preferred.
- Good communication skills.
- Candidates having certification in Digital Marketing or Web Design will be preferred.

**Reporting:** The position will report to Program Manager / Program Associate-Livelihoods

**Other:** Salary commensurate with experience. Initial contract shall be issued till March 31, 2021. It will be renewed on the basis of performance.

**Position Availability:** Immediately

**Application Process:** To apply for this position, send your CV mentioning current CTC, expected CTC and notice period to [mastreruitment@aif.org](mailto:mastreruitment@aif.org) with subject line **“Trainer-Digital Marking and Web Designing”**

Only applications of short listed candidates will be acknowledged.