

Position Title: Digital Marketing Officer
Status: Full-Time
Location: New York City

Organization: American India Foundation

Overview: The American India Foundation (AIF) is committed to catalyzing social and economic change in India and building a lasting bridge between the United States and India through high-impact interventions in education, livelihoods, public health, and leadership development, with a particular emphasis on empowering girls and women to achieve gender equity. Working closely with local communities, AIF partners with NGOs to develop and test innovative solutions and with governments to create and scale sustainable impact. Founded in 2001, AIF has impacted the lives of more than 8 million of India's poor and aims to reach 10 million by the end of 2022-23. The organization is a high-growth mode and wants to expand its digital fundraising footprint both in the US and in India. Learn more at www.AIF.org

Job Summary:

The Digital Marketing Officer is responsible for AIF's US-based digital giving programs, appeals, and goals. This role develops and delivers on the strategies for US-facing retail fundraising via AIF's large database and specific social media platforms. The Digital Marketing Officer works in partnership with the marketing & communications team in India, the fundraising staff in the US led by the Chief Development Officer.

Reporting and relationships:

The role will report to the Chief Development Officer (CDO) of the organization.

Job Functions:

⇒ **Digital Fundraising (50%)**

- In association with an outside agency, develops strategy, campaigns, and calendar for fundraising communications.
- Works with India-based colleagues in developing content rich communications for the US audience.
- Assists the CDO and the India-based Communications Director in developing strategies for US-facing Development activities. This includes, but not limited to, e-mail marketing and fundraising, social media, and collateral materials.
- Responsible for the development and implementation of US marketing strategies, via e-blasts, social media, and designing collateral.
- Working in Mail Chimp and Raiser's Edge, segments AIF donor lists, builds segments-centric campaigns and keeps up database list hygiene.
- Website management including updates, development-related events and general upkeep.

⇒ **Marketing & Communications (35%)**

- Oversee the production and dissemination of (bi)monthly newsletter and organizational e-blasts.
- Support colleagues in designing and implementing meaningful engagement opportunities for the many stakeholder groups that support the organization's mission (i.e., supporting BIF team, YPs with branding needs).
- Work with designer on collateral as needed (pull up banners, graphics, design support for various teams).
- Social media management for US team.
- Edit posts for the AIF blog as necessary.
- Work with the Banyan Impact Fellowship (BIF) team on any writing, design, coordination, and event support as needed.

⇒ **Development Support (15%)**

- Assist with donor cultivation and recognition events.
- Works directly with the three Relationship Managers/Development Directors in how to support and further their goals for the fiscal year.
- Draft and edit digital communications for prospects and donors (email and social media) in various chapters and nationally.
- Handling all end of year + Light A LAMP campaign coordination, including building and managing Classy pages, communication with volunteer bodies, and assisting CDO in campaign strategy.

Key Skills, Competencies and Desired Qualifications:

- Proficiency in using fundraising platforms such as Classy.
- Proficiency with MailChimp.
- Proficiency in running basic queries and exports on RE.
- Proficiency with all major social media platforms + Hootsuite.
- Knowledge of Adobe Creative Suite and/or Canva, and an eye for visual communication.
- Excellent written and oral communications skills.
- A passion for philanthropy in the India – US space.
- Ability to balance priorities, multiple projects and tasks.
- Strong creative, strategic, analytic, organizational, and interpersonal communications skills.
- Experience overseeing the design and production of multimedia products and publications.
- Ability to work in multidisciplinary, cross-functional, bi-national teams and promote and foster culture of collaboration and teamwork.
- Proficiency in using Microsoft Office suite of products.
- 3-5 years of relevant experience preferable in the non-profit space.
- A Bachelor's Degree is required.

Salary: American India Foundation offers a competitive salary based on experience and skills.

Benefits: American India Foundation offers an excellent benefit package including the below:

- Medical insurance(comprehensive benefit package 100% paid by AIF)
- Dental and Vision insurance.
- AIF paid 403(b) plan.
- Pre-tax flexible spending accounts.
- Life insurance paid by AIF.
- Paid Maternity Leave.
- Commuter benefits.
- Paid vacation and sick time.
- Employee Assistance Program(EAP).
- Opportunities to learn and grow in all aspects of a non- profit organization.

The policy of AIF is to afford equal employment opportunity for all employees, without discrimination on the basis of race, color, religion, sex, national origin, age, disability, marital status, sexual orientation, or any other characteristic protected by federal, state, or local law.

HOW TO APPLY

Applicants **MUST** be eligible to legally work in the United States of America.

Please send your resume and cover letter to: ny@aif.org

Due to the potential volume of responses, only candidates selected for an interview will be contacted.