

## JOB DESCRIPTION

# Social Media & Corporate Communications Associate

## About the role:

As a Social Media & Corporate Communications Associate for Cuddles Foundation, you will be responsible for the growth and management of our communities of supporters and beneficiaries on social media and all other digital platforms. You will work closely with the marketing and communication team to create engaging content for our social media platforms, including keeping our social media profiles updated and brand-focused, managing our online engagement with supporters and growing our supporter base through collaborations and campaigns. You will also be responsible for developing and executing strategic communication plans to enhance the foundation's image, managing media relations and stakeholder communications.

## Responsibilities:

### Social Media:

- You'll set and implement social media campaigns to align with marketing strategies.
- You'll constantly push the envelope to increase our following and engagement on these accounts, including managing paid promotions and influencer partnerships.
- You'll create and own a content calendar for all our social platforms.
- You'll answer queries from supporters and followers that come in via social media or Google reviews.
- You'll participate in internal/external events to build our community and boost brand awareness.
- You'll visit partner hospitals to create post-worthy content.
- You'll liaise with internal teams to stay updated on new programs, campaigns and features that can be shared on social media.
- You'll use Google and social media analytics to measure the success of campaigns

and continually find ways to improve on those metrics through testing and new initiatives.

- You'll constantly check Cuddles Foundation SEO ranking and suggest improvements.
- You'll be working closely with the content marketing team and providing them with SEO-friendly suggestions to improve content for blogs.
- You'll stay up-to-date with digital technology trends to ensure we are always on point.

#### **PR:**

- You'll be responsible for managing media relations, crisis communications, and stakeholder communications for the company.
- You'll cultivate and maintain relationships with key media contacts in the industry, including journalists, analysts, and bloggers.
- You'll develop and pitch newsworthy stories to the media and manage media inquiries and interview requests.
- You'll collaborate with internal teams such as Fundraising, Programs, Events, and HR to ensure messaging is consistent and aligned with the company's brand and objectives.
- You'll be writing press releases, content and editorial pieces to highlight our initiatives and impact.

### **Key Performance Indicators (KPIs):**

- Growth in social media following and engagement rates.
- Successful implementation and performance of social media campaigns.
- Effectiveness of content calendar adherence and execution.
- Responsiveness to social media and Google review queries.
- Improvement in SEO rankings.
- Successful media relations and the number of media mentions or features.
- Ability to turn research articles and field success stories into PR pieces.

### **Must-Haves:**

- Preferred degree in Marketing or Corporate Communications.
- 3-5 years of professional experience as a community manager/PR manager/social media executive.

- Experience writing copy for marketing purposes with an ability to vary copy voice and tone to align with various audiences.
- Extensive experience with Meta Suite for paid Ad Campaigns.
- Extensive Google Adwords & Analytics experience.
- Understanding of popular social networks – design, functionality, users.  
Incredible attention to detail and ability to multitask.
- Good PR network across B2B and B2C media.
- Strong media relationships and a proven track record of securing media coverage.

## **Compensation and Benefits:**

- Competitive salary commensurate with experience.
- Health and wellness benefits.
- Professional and personal development opportunities.

## **Skills:**

### **You can get stuff done.**

You are known for your ability to engage, network and collaborate to solve a problem.

### **You care about the details.**

You can spot a typo from a mile, including the one in this sentence.

### **You have an opinion and are not afraid to express it.**

You articulate and back your suggestions and recommendations on social media with trends, research and references. You are not afraid to share your opinion and do so with poise, confidence and respect.

### **You take the initiative.**

You are a self-starter, not waiting for permission to get going. You see something broken; you fix it.

### **You thrive in a collaborative space.**

You are excited about collaborating with others in your team. It doesn't matter who came up with the idea, as long as it's okay. You care more about the end goal than personal recognition.

## **Location: Mumbai**

This is a full-time role based in Mumbai.

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