

JOB DESCRIPTION

Marketing Manager

About the role:

We're looking for a Marketing Manager to lead our marketing and communications team. In this role, you'll shape campaigns that help raise funds for our cause and make sure Cuddles is recognized as a thought leader in pediatric oncology nutrition.

You'll also work closely with different teams across the organisation, supporting key initiatives—including marketing for the Cuddles Institute (our research arm).

What You'll Do:

- Plan and lead marketing efforts to drive fundraising and awareness, working closely with the Fundraising and Events teams.
- Position Cuddles as a leader in pediatric oncology nutrition through strong branding and messaging.
- Manage the marketing budget, ensuring every campaign makes a big impact.
- Oversee content creation—developing digital, print, and video materials that inspire action.
- Lead and mentor the marketing team, supporting social media, website updates, and email campaigns.
- Run performance marketing campaigns (Google Ads, Meta Ads) to reach the right audience and drive results.
- Optimize SEO and website performance, ensuring we rank well on search engines.
- Use Google Analytics and data insights to track performance and improve engagement.
- Manage PR and media relations, working with journalists and agencies to tell our story.
- Support the Cuddles Institute by marketing its research and insights effectively.

- Plan and execute marketing collaterals for fundraising events, making sure our message is clear and compelling.

Must-Haves:

- A Bachelor's or Master's degree in Media, Marketing, or Mass Communication.
- 5-7 years of content marketing experience (agency experience is a plus).
- A strong understanding of branding, PR, and digital marketing.
- Experience with Google Ads, performance campaigns, SEO, and Google Analytics.
- Proficiency in social media, email, and campaign management tools.
- Excellent writing, editing, and verbal communication skills.

Skills:

You get things done.

You're a great multitasker capable of simultaneously managing multiple projects with different deadlines. You follow through on every job, no matter how big or small. You live for hitting deadlines and understand the importance of keeping on schedule.

You're a stickler for organising things.

You have excellent project management skills and the ability to meet deadlines. You're a self-starter, you're entrepreneurial and can work independently. You enjoy creating and implementing new initiatives.

You're a communication ace.

You keep everyone in the know so that the job gets done efficiently and effectively. You know when to ask for help, when to listen, and when to speak up. And you're known for your professional candour.

Location: Mumbai

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