

Executive - Digital Marketing & Social Media

Association Type: Full-Time

Location: Prayoga Institute of Education Research, Bengaluru

No. of positions: 1

Overview:

Prayoga is looking for an **Executive - Digital Communications & Social Media** to drive online presence and engagement. The role involves managing social media channels, executing digital fundraising campaigns, optimizing website content, and supporting institutional communication needs. The ideal candidate will be passionate about education, social impact, and data-driven digital marketing.

Key Responsibilities:

- **Social Media Management** – Develop and execute a content calendar, create engaging platform-specific content, ensure timely updates, and actively engage with the audience.
- **Branding & Engagement** – Maintain brand consistency, increase followers and reach, respond to comments/messages, and enhance digital presence.
- **Advertising & Campaigns** – Plan and optimize paid social media and Google Ads campaigns, track key metrics, and refine strategies based on analytics.
- **Email Marketing** – Develop targeted email campaigns for donor outreach, newsletters, and event promotions while optimizing for engagement and conversions.
- **Website Management & SEO** – Maintain and update website content, optimize for search rankings, and align campaigns with fundraising goals.
- **Institutional Communication Support** – Align digital initiatives with events, develop program-specific campaigns, and create communication materials for broader dissemination.

Qualification:

- Required
 - Excellent written and verbal communication skills in **English**.
 - Proficiency in **social media management** and content creation.
 - Ability to **analyze campaign performance** and adjust strategies accordingly.
 - Familiarity with **Google Ads, Meta Business Suite, and SEO best practices**.
 - Hands-on experience with **email marketing platforms (Mailchimp, SendGrid, etc.)**.
- Desired
 - Knowledge of **Canva**. Written and verbal communication skills in **Kannada**.
 - **3-4 years** of previous experience in digital marketing



- Ability to work independently and with a team.
- Ability to learn and adapt to different writing styles, visual languages, and requirements of a diverse institution.

Application Process:

Interested candidates should submit:

- Updated resume
- Cover letter
- A small write-up on a previous campaign conducted and its results.

to careers@prayoga.org.in.

Shortlisted candidates will be invited for an interview.

This position is also open to freshers, looking to start their careers in digital marketing in the education and research sectors.

A passion to learn and grow while contributing to the development of society through education is the primary motivator we look for in applicants.

For information about Prayoga, visit: prayoga.org.in