



Rythmus Foundation

Job Description

Position Title:	Event Marketing Manager
Key Responsibility:	- Develop and implement comprehensive, multi-channel marketing strategies for all NGO events to maximize attendance and impact. - Create targeted marketing campaigns for diverse audiences, including donors, volunteers, and community members, using audience segmentation. - Manage the creation and production of all event promotional materials, ensuring brand consistency across digital and physical assets. - Plan and execute digital marketing initiatives, including social media advertising, email campaigns, and influencer partnerships. - Build and maintain relationships with media partners, sponsors, and influencers to amplify event reach and secure promotional support. - Develop compelling event narratives and content that highlights the NGO's mission and resonates with target audiences. - Manage the event marketing budget, track campaign ROI, and provide detailed performance reports to senior management. - Oversee all social media channels for events, including content calendars, live coverage, and audience engagement. - Coordinate on-site marketing logistics, including promotional setups and collateral distribution, to enhance the event experience. - Conduct post-event analysis to evaluate marketing effectiveness, gather insights, and recommend improvements for future campaigns.
Essential Skills	- Strategic Marketing Planning: Expertise in developing integrated marketing strategies that align with organizational goals and target specific audiences. - Digital & Social Media Proficiency: Advanced skills in social media marketing, email campaigns, and digital advertising to drive event promotion and engagement. - Content Creation & Storytelling: Strong ability to craft compelling narratives and create impactful promotional materials that communicate the NGO's mission. - Stakeholder & Partner Relations: Excellent relationship-building skills to secure media coverage, sponsorships, and collaborative partnerships. - Data Analysis & ROI Tracking: Proficiency in measuring campaign performance, analyzing metrics, and reporting on marketing effectiveness and budget management. - Project Management: Strong organizational skills to manage multiple campaigns, deadlines, and cross-functional team coordination simultaneously.
Location	Remote
Qualification	Any Graduate
Experience Required	05 to 10 Years relevant experience.
Nature of Job	Full-Time / Part-Time / Contractual On-site / Hybrid / Remote