



Rythmus Foundation

Job Description

Position Title:	Marketing Officer
Key Responsibility:	- Develop and execute multi-channel marketing campaigns (digital, print, social) to promote the NGO's mission, programs, and events. - Create compelling marketing content, including newsletters, blog posts, social media updates, and press releases. - Manage the organization's website and social media platforms to grow audience engagement and online presence. - Support fundraising efforts by creating targeted marketing materials for donor appeals and campaigns. - Analyze campaign performance and website metrics to optimize strategies and report on ROI. - Build and maintain media relationships to secure coverage and increase public awareness. - Collaborate with program teams to accurately translate their work into impactful stories for public consumption. - Ensure all marketing outputs consistently reflect the organization's brand identity and core values.
Essential Skills	- Excellent written and verbal communication skills for crafting powerful narratives. - Proficiency in digital marketing tools, including social media management and basic website CMS. - Analytical mindset with the ability to interpret data to guide marketing decisions. - Creativity and a strong understanding of visual design and branding principles.
Location	Remote
Qualification	Any Graduate / B.Com / M.Com/BBA/MBA – Marketing (Preferable), Any Other relevant degree
Exp. Required	03 to 05 Years relevant experience.
Nature of Job	Full-Time / Part-Time / Contractual On-site / Hybrid / Remote