



Role Description

Digital Communications

Overview

Vertical	Communications Team
Number of openings	1
Role Level	Associate level 1 - 3 years of relevant experience
Type	Full Time
Location	Based in New Delhi (<i>Non-Negotiable</i>). The role will entail significant travel across Delhi and India
Compensation	<i>Pay will match Indian non-profit norms and similar organizations, discussed in our last selection round.</i>
Desired Joining Date	ASAP; <i>Serious candidates are encouraged to apply right away</i>
Process to apply	Please fill out the Google form mentioned below: https://forms.gle/16wbnxCEm6uNX2JD6

We expect the following from you for this role:

All the below-mentioned tasks would be key to your role. The following requirements are not mentioned in order of priority.

- Create and manage content across various digital platforms, including LinkedIn, Twitter, Website, Email, Instagram, Facebook, YouTube, and Kiosk.
- Oversee and implement digital strategies to enhance Labhya's online presence and engagement.
- Manage the content creation process for websites, blogs, and social media platforms, ensuring high-quality output.
- Drive online engagement through digital campaigns and innovative strategies.
- Monitor and analyze website and social media engagement, track key performance metrics, and create performance reports.
- Collaborate with the team to produce high-quality multimedia content and stay ahead of digital trends.
- Develop performance reports and analyze digital communication data to inform



future campaigns or events.

- Write blogs, case studies, and feature articles highlighting the organization's work.
- Document and create impact stories, reports, and other materials donors and partners request.
- Maintain a database of content and stories for future use.
- Creation of email newsletters and digital campaign assets.
- Conduct keyword research to guide content strategies and enhance website and social media traffic.
- Implement SEO strategies to optimize Labhya's web, digital, and social media presence + visibility.
- Oversee and perform SEO audits to ensure best practices and improve user engagement using tools like Google Analytics and SEMrush.
- Collaborate with content and design teams to apply SEO best practices across digital platforms.
- Track and report on web analytics, identifying opportunities for optimization.
- Research and analyze competitor's SEO strategies, offering recommendations for improvement.
- Work with content management systems (CMS) to manage and update Labhya's website.



Qualifications & Skills / Experience / Characteristics

- Bachelor's degree or 1-3 years+ of experience in digital communications, content marketing, or media management or full-time professional experience in SEO, digital marketing, or web analytics.
- Expertise in storytelling, with a focus on developing compelling narratives for different stakeholders (partners, donors, social media audience)
- Ability to document and create impact stories and reports tailored to diverse audiences.
- Excellent writing and editing skills, with a strong command of both English and Hindi. The ability to write Bengali for content creation is a plus.
- Strong communication and articulation skills in English and Hindi to collaborate with cross-functional teams and stakeholders. The ability to speak Bengali is a plus.
- Ability to create and implement SEO strategies to optimize website content and improve search rankings.
- Experience in analytics tools (e.g., Google Analytics, social media insights, SEO tools, Excel) to track digital performance, analyze trends, and inform decision-making.
- Strong experience in managing social media platforms (LinkedIn, Twitter, Instagram, Facebook, YouTube) and content optimization across channels.
- Knowledge of content management systems (CMS) for website management and updates.
- Ability to create digital marketing campaigns and adjust strategies based on real-time data.
- Experience in managing relationships with external stakeholders, including donors, media, and partners.
- Proficiency in developing creative, engaging content for digital outreach.
- Attention to detail and process orientation
- Conscientiousness, discipline, rigor, and ability to take/give feedback
- Is excellent at maintaining relationships and is very systematic about tracking progress