

## Digital Communications Manager- M S Swaminathan Research Foundation

Location: Chennai

Reports to: Head of Communications & Donor Relations

Type: Full-time

### **Role Summary:**

The Digital Communications Manager will develop and execute a comprehensive digital marketing strategy to grow and enhance brand awareness, audience engagement, donor outreach, and website traffic. This role ensures consistent messaging and branding across all digital platforms and oversees internal communications management. A key content builder and contributor to Data Analytics, and the newly created Information, Knowledge & Communications (IKC) platform, the role requires a dynamic writer versed in Information & Communications Technologies (ICTs) and a team worker to who can align our marketing efforts with the Foundation's mission and goals.

### **Key Responsibilities:**

#### **1. Content Creation & Management**

- Co-create high-quality digital content for the new web site, email campaigns and social media posts. Work collaboratively with research, program, and design teams to develop engaging and mission-driven storytelling
- Oversee timely upload and management of website content, optimizing for engagement and accessibility.

#### **2.a. Digital Strategy & Brand Identity**

- Co-develop and implement a Foundation-wide digital marketing strategy aligned with MSSRF's objectives.
- Ensure consistency in messaging, tone, and branding across all digital channels.

#### **2.b. Digital Advertising & Optimization**

- Plan, execute, and optimize digital advertising and social media campaigns (SEO, SEM, paid social).
- Analyse campaign performance using data analytics tools, refining strategies based on insights.
- Monitor and report on key digital marketing metrics (ROI, engagement, conversion rates, etc.)
- Stay updated on emerging digital trends, tools, and technologies to enhance marketing efforts.

### **3. Internal Communications & Cross-Department Collaboration**

- Enhance internal communications, ensuring key information is effectively shared across teams.
- Collaborate with resource mobilization, program teams, R&D, design, and content development to align marketing initiatives with organizational priorities.

### **4. Events & Campaign Support**

- Support online and offline events, seminars, conferences, and workshops, with communications asset development and outreach/promotion, in collaboration with peer organisations, academic institutions and others.
- Develop pre- and post-event digital campaigns, for optimal impact and outreach.

### **Qualifications & Skills:**

- Advanced or specialised degree in Marketing, Communications, Digital Media, or related field.
- 5+ years of experience in digital marketing and content strategy, preferably in the not-for-profit or development sector.
- Versatile in SEO, SEM, social media management, email marketing tools like Mail Chimp, Google Analytics, and paid advertising campaigns.
- Strong understanding of data-driven decision-making, content optimization, and audience engagement strategies.
- Solid written and verbal communication skills.
- Keen interest/awareness of social and environmental issues, climate science and current affairs.
- Ability to communicate with diverse entities – academics, technical experts, government officials, activists, media and other constituents of MSSRF.
- Experience with event promotion and digital campaign management.
- Has project management skills to adapt to a fast-paced environment.