

## CBM India Trust Position Profile

CBM India Trust is committed to improving the quality of life of people with disabilities. CBM address disability as a cause and consequence of poverty in the most disadvantaged communities of the world. We work in partnership with local, national, and international actors with the aim of creating a more equal society for all. Our vision is to have an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

**Position:** Digital Marketing Officer  
**Location:** Bangalore  
**Reporting to:** Consultant - Branding & Communication

### Objective:

To strategically enhance CBM India's online presence and drive meaningful donor engagement through data-driven digital marketing campaigns. Leverage social media, email marketing, and content creation to increase brand awareness, generate revenue, and advance our mission.

### Responsibilities:

#### Digital Marketing

- Develop and execute digital marketing campaigns aligned with the organization's fundraising objectives.
- Develop compelling ad creatives for various digital channels (social media, search engines, display advertising, etc.).
- Write informative and engaging blog posts, video content, and landing page content.
- Collaborate with the in-house multimedia design specialist to produce on-brand collaterals (e.g., infographics, social media graphics, videos) to support the campaigns.
- Track campaign performance and analyze data to optimize results.

#### Email Marketing

- Develop and manage quarterly newsletters, including content planning, writing, design, and dissemination.
- Maintain and regularly update the email list.
- Segment email lists based on subscriber characteristics.
- Track email performance metrics and make recommendations for improvement.

#### Donor Management and Engagement

- Donor engagement calendar management and implementation.
- Regularly maintain a tracker of individual donations received from donors and sponsors (online and offline).
- Support the donor engagement strategy by disseminating messages and other materials.
- Ensure timely issuance of tax certificates.

- Manage donations and sponsorship failures and follow-ups.

### **Website Management**

- Regularly update the website with fresh content and photos.
- Track website analytics using relevant tools to monitor key metrics.
- Monitor the website for technical issues and coordinate with the vendor and internal IT team to address any technical problems or security vulnerabilities.
- Ensure data integrity and system functionality in coordination with the vendor responsible for the donor management system.

### **Professional profile and requirements**

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- A master's degree or advanced certification in digital marketing is a plus.

### **Skills**

- 3-5 years of experience in digital marketing or a related field, preferably in the nonprofit sector.
- Strong understanding of digital marketing principles and tactics, including social media marketing, SEO, advertising, email marketing, and content marketing.
- Knowledge of fundraising best practices and experience in developing and executing digital fundraising campaigns.
- Proficiency in digital marketing tools, content management systems (WordPress), email marketing platforms, and analytics software.
- Excellent written and verbal communication skills.
- Strong analytical skills to track campaign performance and make data-driven decisions.
- Experience working in a nonprofit organization or understanding of the nonprofit sector is beneficial.

### **Other requirements**

- The future job holder adheres to CBM Policies and procedures, commits to CBM's Child Safeguarding Policy and Code of Conduct, and follows CBM's safety & security protocols.

CBM encourages persons with disabilities and Women to explore this important opportunity. Share your profiles to [jobs@cbmindia.org](mailto:jobs@cbmindia.org)