

About the Job

We are looking for a dynamic and detail-oriented **Marketing & Communications Associate** to support our marketing, communications, and public relations efforts. The ideal candidate will assist in content creation, social media management, PR activities, and coordination with internal teams to execute marketing campaigns effectively. This is Head office and Field Based Job.

Key Responsibilities:

Content Creation & Management:

- Develop engaging content for social media, newsletters, website, and marketing materials.
- Assist in writing impact stories, donor communications, and case studies from patient experiences.
- Collaborate with the creative team to ensure high-quality, brand-aligned content.

Social Media & Digital Marketing:

- Assist in writing impact stories, donor communications, and case studies from patient experiences.
- Schedule and publish social media posts following the marketing calendar.
- Monitor engagement, respond to comments/messages, and help build an active online community.
- Track social media performance and provide basic analytics reports.

Public Relations (PR) & Communications:

- Draft press releases and media pitches for program highlights and success stories.
- Help build and maintain relationships with journalists, and media contacts.
- Support event planning, including fund raising galas, awareness events and PR campaigns.
- Coordinate internal communications to ensure brand messaging is consistent.

Marketing Coordination & Campaigns

- Assist in the execution of marketing campaigns for awareness camps, educational initiatives, and donor engagement.
- Coordinate with program teams to ensure accurate representation of IPAC Foundation's work.
- Work with website developers to update content and improve user engagement.
- Support fundraising and donor communication efforts through targeted marketing materials.

Market Research & Analytics:

- Conduct research on industry trends, competitors, and audience preferences.
- Gather and analyse data from social media and marketing campaigns to measure effectiveness.
- Provide reports and insights to improve content and engagement strategies.
- Build and maintain relationships with sponsors, donors, and event collaborators

Administrative & Team Support

- Maintain marketing assets, reports, and databases.
- Assist in scheduling meetings, coordinating with vendors, and preparing presentations.
- Support day-to-day marketing activities as required.

Eligibility Criteria:

- Bachelor's degree in Marketing, Communications, Journalism, Public Relations, or related field.
- 1-2 years of experience in marketing, PR, content creation, or social media management.
- Strong writing, editing, and proofreading skills.
- Must be familiar with social media platforms and digital marketing tools.
- Basic understanding of SEO, PR strategies, and digital marketing concepts.
- Experience in non-profit marketing, fundraising communication, or public health campaigns is a plus.
- Basic knowledge of design tools (e.g., Canvas, Adobe Creative Suite).
- Willingness and ability to **travel** frequently is essential

Salary: Market competitive

Timings: Monday – Friday 9-5 Pm