

# Digital Marketing & Social Media Manager

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**JOB TYPE** Full Time

**LOCATION** Remote / flexible; living in or travel to South Asia expected; flexibility with USA and India time zones is expected

## WHO WE ARE

Noora Health's mission is to improve outcomes and save lives of patients by empowering family caregivers with the skills they need to care for their loved ones.

Noora turns hospital hallways and waiting rooms into classrooms by tapping into the most compassionate resources available for the patient's care - the patient's own family - turning these worried family members into skilled caregivers. The Care Companion Program (CCP) is currently implemented at more than 150 government hospitals across India and Bangladesh and over 1,000,000 patients and family members have been trained by the CCP. Research on the program has found improved health behavior uptake, decrease in post-surgical complication rates, and decrease in newborn complications/readmissions. Noora's COVID-19 response has reached more than 15 million people.

Noora Health was launched out of Stanford University in 2014, and has been supported by many large philanthropic foundations including Mulago, Draper Richards Kaplan, Echoing Green, Ashoka, Medtronic and Jasmine among others. For more information:

- 1) [2020 Annual Report](#)
- 2) [Q1 2021 Report](#)
- 3) [Introductory Deck](#)
- 4) [noorahealth.org](http://noorahealth.org)

5) COVID-19 Resources - [noorahealthcovid19.org](https://noorahealthcovid19.org)

At Noora Health, we value diversity. Diversity includes but is not limited to gender identity, caste, religious practice, sexual orientation, ability, among many others. We encourage people from all backgrounds to apply for positions at Noora Health.

## JOB DESCRIPTION

We are seeking an experienced and dynamic digital marketing and social media professional to help amplify and present our brand story, impact, and partnerships across digital platforms. This role is intended for someone who enjoys fast-paced, collaborative environments and can work closely with our Communications, Business Development, and Design teams in showcasing Noora Health creatively and authentically as a leader in public health interventions in South Asia and beyond.

## Roles & Responsibilities

- Support the development of and lead the execution of our digital communication strategies, including managing our website and all other digital properties
  - Experience with WordPress, Google Analytics, social media management tools, Canva, and Adobe Suite, etc. preferred
- Define and monitor key indicators to measure the effectiveness of our digital footprint
- Maintain a consistent brand voice across all channels, especially social media
- Create and manage editorial calendar for all digital channels
- Manage all facets of social media
  - Develop Noora Health's social media strategy, with a focus on growing the organization's audiences across all social media platforms
  - Draft and post daily on-brand content optimized for engagement
  - Manage the social media editorial calendar across channels
  - Experience with tools like Airtable and Hootsuite preferred
  - Responsible for community management (social listening and engagement)
  - Track social media analytics and suggest ways to optimize
- Work with the Sr. Communications Manager and leadership to produce and deploy the organization's email marketing strategy — with a focus on increasing email subscriptions and engagement
- Maintain contact databases, mailing lists and manage mass marketing software to ensure timely, GDPR-compliant communication with stakeholders, both internal and external
  - Experience with MailChimp preferred

- Serve as the main point-of-contact for the website and the various individuals/workstreams who help keep it humming (UI/UX, design, content, etc.)
- Monitor SEO and user engagement and suggest content optimization
- Oversee organization media channels (Medium, blog, LinkedIn thought leadership, etc.)

## MUST-HAVES

- A Bachelor's degree in marketing or relevant work experience
- 5-7 years experience in roles which include deep experience in digital marketing, social media management, communications strategy development, and campaign execution
- Outstanding English communication skills, both written and verbal (particularly business writing)
- Familiarity or experience with marketing tools and softwares (e.g. WordPress, Google Analytics, Hootsuite, Airtable, MailChimp, Canva, etc.)
- The ability to take ownership and collaborate seamlessly as part of a diverse team including designers, health professionals, strategists, and consultants from across the world

## EXPECTATIONS | NICE TO HAVE

- Experience working in the social/developmental sector is a plus, as is any demonstrable experience engaging with issues of public health and healthcare equity
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## HOW TO APPLY

Email the following materials with the subject line **Digital Marketing & Social Media Manager** to [hr@aurorahealthinnovations.org](mailto:hr@aurorahealthinnovations.org)

- A one-page cover letter describing your interest in the position and background
- An updated resume, which includes relevant experiences
- 2 writing samples
- Social media examples (7-10) that include:
  - Your specific role with regards to the post development
  - Context on why that campaign or individual post speaks to your ability to lead social media for Noora Health (ideally 7-10 post examples from a variety of social media platforms like LinkedIn, Twitter, Facebook and Instagram)

- Link to websites you have helped manage and/or helped build
  - Commentary around your role with regards to the website preferred

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