

## Digital Media Consultant | Full-Time | Vacancy: 1

**Location: New Delhi, India**

**SaveLIFE Foundation (SLF)** is an independent non-profit, non-governmental organisation focused on improving road safety and emergency medical care across India through high-impact and strategic interventions at the policy as well as grassroots level. For more, please visit [www.savelifefoundation.org](http://www.savelifefoundation.org)

In the recent past, SLF has secured protection for Good Samaritans, who help injured persons, from ensuing legal and procedural hassles; convinced Government of India to draft a comprehensive road safety law for India; ensured ban on trucks from carrying protruding rods; trained over 6000 Police personnel to rescue and revive injured persons on the road; and got two Private Member Bills introduced in the Parliament.

SLF's path breaking work has been recognised both nationally as well as internationally. SLF has been recognised as the best NGO in India by Rockefeller Foundation; won the prestigious Prince Michael International Road Safety Award; and got featured by Satyamev Jayate TV Show hosted by actor Aamir Khan.

SLF's success hinges on its highly dynamic team, which we are now expanding to scale our impact. We are looking for a full-time **Digital Media Consultant** with

- **Skills** to manage a wide variety of Communication channels;
- **Talent** to develop creative and thought-provoking digital content;
- **Passion** to effectively engage with public to build opinion on road safety and invest at least 3 years to its mission

Click at the link here to view one of SLF's successful campaigns:

[www.change.org/roadsafety](http://www.change.org/roadsafety).

### ROLE

- Assist the team in development and implementation of the strategic direction and plans for the SLF's online and digital presence.
- Manage the content and functionality of social media handles, websites and microsites including design, copywriting, programming and content, within the brand guidelines
- Create impactful content to enable public participation and successful project implementation through various social media handles such as Facebook, Twitter, YouTube, LinkedIn etc.
- Provide regular reports and analysis on web and digital media usage and trends using Google Analytics and on-line sources and advice on future developments and opportunities and the direction of web and digital delivery.
- To assist in promoting, coordinating and facilitating of key events and supporting operational marketing campaigns aligned to the digital media plans.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify opportunities, trends and insights, and optimize spend and performance based on the insights. Also, pay close attention to understand public sentiment on the issue.

- Provide advice and counsel on best practices on web marketing and new media, including email campaigns, online newsletters, search engine optimization/marketing, podcasting and RSS feeds.
- Prepare reports, newsletters, correspondence or speaking points, as requested by project management team or partners.
- Photograph project milestones, meetings and other relevant events as needed.
- Manage media agency which executes social and mainstream media activities. Role involves crisis management, issue resolution, monitoring and budgetary control etc.
- Support different project heads to develop necessary communications collaterals.
- Any other duties as reasonable requested by supervisors and in line with organizational priorities.

### **Desired Skills and Qualifications**

- Demonstrated excellent ability in social and digital media management.
- Strong project management skills with a strong potential to take up senior leadership position in SLF.
- Solid knowledge of website analytics tools (e.g., Google Analytics, Net Insight, Omniture, Web Trends)
- Academic background in Journalism, media management, Digital Media or a related field is preferred but not necessary.
- Excellent verbal and written communication skills is necessary.

**Compensation:** Up to INR 360,000 Lakhs per annum. Additionally, medical insurance and other benefits as per organization policy.

**Location:** New Delhi with travel across India.

**How to apply:**

**The interested candidate should send the following documents to [careers@savelifefoundation.org](mailto:careers@savelifefoundation.org) .  
Mention the name of the position in the subject of the email.**

1. Send a copy of your resume and most importantly a cover letter expressing an interest in the role and with details of your current and expected annual CTC.
2. Send us link(s) of the digital channel such as Facebook page/Twitter handle currently managed by you.

**Know more about SLF's digital campaigns and channels:**

**Facebook:** [www.facebook.com/savelifefoundation](http://www.facebook.com/savelifefoundation)

**Twitter:** [www.twitter.com/savelifeindia](http://www.twitter.com/savelifeindia)

**Website:** [www.savelifefoundation.org](http://www.savelifefoundation.org)