



Manager, Outreach

About the Organization

Evolving Being is a leading admissions consultancy for applying to undergraduate and postgraduate liberal arts courses. We are the first that focuses exclusively on liberal arts admissions in India. Our founder has served on the admissions panel of Ashoka University at both the undergraduate and postgraduate levels. She is a Fulbright-Nehru Master's Fellow and has been admitted to Harvard University for a fully funded Ed.M. in Education Leadership, Organisation, Entrepreneurship program. Technoserve India has also recognized Evolving Being among the top 30 upcoming women-led ventures in India, 2021.

Evolving Being is looking at expanding its scope of services to students applying for undergraduate and postgraduate courses in USA, UK, and Canada.
www.evolvingbeing.org

About the Role

We are looking for an individual passionate about all-things social media. S/he should be conversant with current trends on different social media platforms, have a knack for aligning Evolving Being's vision with the same for our target audience. We are looking for someone with a natural aesthetic sense that is bold, clean, and young. S/he should be comfortable with numbers and use past data to create strategies for the future.

Preference will be given to a candidate that has professionally handled digital marketing tools in the past. The role requires handling undefined tasks that come up in a start-up. Immaculate written and verbal skills are a must for this role. An ideal candidate will share our core values of ownership, trust, and collaboration.

Job Responsibilities

Social Media Management

- End-to-end responsible for Social Media Management across different platforms such as YouTube, Instagram, LinkedIn, Facebook, Quora among others
- Creating separate outreach strategies (nature of posts, frequency etc.) for each platform and executing the same in a timely manner
- Brainstorming, scripting, shooting/recording, editing, and managing videos on YouTube aligned to Evolving Being's vision
- Co-ordinating with other members of the team for curating content for different platforms
- Proficient in graphic designing tools for creating visuals (posts, jifs, short videos etc.)



Digital Marketing

- Thorough understanding of online marketing tools such as Google Ads, YouTube Ads, Instagram Ads, Facebook ads etc.
- Curating and monitoring different ad campaigns to create awareness on Evolving Being's offerings.

Other Tasks

- Support in designing and updating the website as and when required.
- Support outreach engagements as and when required by the team

Qualifications Required

- Minimum qualification- undergraduate degree from a renowned institution
- 2-3 years of experience in social media marketing
- Familiarity with graphic designing and video editing tools.

Why should you apply

- As a member of the founding team, you will get an opportunity to learn best international practices in the sector. Apart from that, we will personally invest in you and guide you through your career to ensure you are set up for success.
- You are willing to learn and grow with us. As we grow, so shall you.

Selection Process

- Please send your resume along with cover letter expressing what you have done in the past, skill sets you bring to the profile, and why Evolving Being.
 - Please attach samples of videos edited by you and posts made on Instagram, LinkedIn etc.
 - Additionally, attach a list of 3 YouTube channels and 3 Instagram channels that have a good aesthetic sense according to you.
 - Please add one reference and send it to garima@evolvingbeing.org
- Shortlisted candidates will be invited for a thematic exercise followed by an interview

Remuneration

- Between INR 30,000-INR 35,000 based on experience.
- 2 months' probation. Minimum lock in period (minimum duration of time you need to commit full-time with Evolving Being) is of 1 years.
- Location - Work from home