

**Job Title: Marketing Officer**  
**Company: KIRAN SOCIETY, VARANASI**  
**Location: Varanasi, Uttar Pradesh, India**

**About KIRAN SOCIETY:**

KIRAN SOCIETY is a non-profit organization dedicated to empowering marginalized communities in Varanasi. Our mission is to foster sustainable development, promote social justice, and create opportunities for individuals to thrive. Through various initiatives, we aim to address the challenges faced by vulnerable populations and work towards building a more inclusive society.

**Position Overview:**

We are seeking a proactive and creative Marketing Officer to join our team in Varanasi. The Marketing Officer will be responsible for developing and implementing marketing strategies to raise awareness about KIRAN SOCIETY's initiatives, attract donors and supporters, and enhance the organization's visibility and impact.

**Key Responsibilities:**

**Marketing Strategy:** Develop and execute comprehensive marketing plans to support the organization's goals and objectives.

**Digital Marketing:** Manage the organization's online presence, including website content, social media channels, email campaigns, and digital advertising.

**Content Creation:** Create compelling and engaging content, including articles, blog posts, newsletters, videos, and graphics, to communicate the organization's mission and activities.

**Brand Management:** Maintain brand consistency and integrity across all marketing materials and communications.

**Public Relations:** Cultivate relationships with media outlets, influencers, and partners to generate positive publicity and coverage for KIRAN SOCIETY.

**Event Management:** Plan and coordinate events, fundraisers, and promotional activities to engage the community and attract supporters.

**Market Research:** Conduct market research and analysis to identify trends, opportunities, and challenges in the non-profit sector and adjust marketing strategies accordingly.

**Performance Tracking:** Monitor and evaluate the effectiveness of marketing efforts using key performance indicators and analytics tools.

**Qualifications:**

Bachelor's degree in Marketing, Communications, or related field. Master's degree preferred.

Proven experience in marketing, preferably in the non-profit sector.

Strong understanding of marketing principles, techniques, and best practices.

Excellent written and verbal communication skills.

Creative thinking and problem-solving abilities.

Ability to work independently and collaboratively in a fast-paced environment.

Proficiency in digital marketing tools and platforms.

Passion for social causes and commitment to KIRAN SOCIETY's mission.

**How to Apply:**

If you are passionate about using your marketing skills to make a positive impact and meet the qualifications outlined above, we encourage you to apply for this position. Please submit your resume along with a cover

letter detailing your relevant experience and why you are interested in joining KIRAN SOCIETY. Email your application to [hr@kiranvillage.org](mailto:hr@kiranvillage.org).

Deadline for Application: 1<sup>st</sup> June 2024

KIRAN SOCIETY is an equal opportunity employer and welcomes applicants from diverse backgrounds. We thank all applicants for their interest; however, only candidates selected for an interview will be contacted.