



Crowdfunding Specialist

Job Description

Will create, direct and manage all marketing efforts directed towards making effective Crowdfunding campaigns to acquire more donations from the general public to ensure our crowdfunding campaign goal is reached or surpassed.

Will work with our Digital Media agency to use Google AdWords Campaigns, Facebook Ad Campaigns, Twitter Ad Campaigns, LinkedIn Ad Campaigns, and YouTube Video Ad Campaigns to attract donations.

Work closely with the media team to create high quality content and videos that attract donations.

Qualifications

- A passion to help all children read and be educated
- Strong verbal and written communication skills
- Strong time management capabilities
- Social media savvy in order to set up campaigns, and work with other team mates
- A learning attitude, as Katha will invest in training the resource to run effective crowdfunding campaigns
- 0-2 years of work experience

Submission Details:

- Please submit an up-to-date CV along with a 100 word SOP expressing your interest for this profile
- Also give details regarding compensation received in the present assignment and expected salary
- Please send your resume to hr@katha.org with the title 'Crowdfunding Specialist' in the subject line. Applications of only the short listed candidates will be acknowledged.