



Caregiver Saathi: Companions for Caregivers

ASSISTANT MANAGER - DIGITAL MARKETING

RESPONSIBILITIES

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

REQUIREMENTS

- Graduation and Post-graduation in marketing or a related field
- Proven working experience in digital marketing
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate

- Experience with A/B and multivariate experiments
- Knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

About Caregiver Saathi: Companions for Caregivers

Caregiver Saathi is an endeavour to acknowledge and support Caregivers of patients with terminal illness or chronic conditions, so that together we can improve the quality of their lives, their well-being and those that they care for.

Saathi is Hindi for “companion” and we believe caregivers of terminally ill patients need a friend who understands, supports and is there for them as they walk along the difficult path of supporting their loved ones.

There are many ways in which a caregiver is challenged and often the caregiver also needs care, emotional support, understanding, easy access to information, guidance from experts and wisdom from others who have similar experiences. It is our endeavour to bring it all together and make it easy access for the caregiver.

We want to create an eco-system of well-being for those family members who are primary caregivers to their dear ones battling chronic medical conditions or terminal illness.

We partner with doctors, health practitioners, employers and well-wishers of caregivers to build a supportive community for the caregivers.

We are currently looking at the geography of Mumbai to create an impact before we expand to other cities. Over the next couple of years, we aim to energize ourselves and many more to manifest the following 4 goals:

- Reach out to at least 1000 caregivers and curate meaningful ways of creating wellbeing and healing, for them.

- Create awareness among our society regarding the role, challenge and criticality of the caregiver. To do so we wish to run workshops through health institutions and organizations.
- Create a community of caregivers and support, understand and enable each other.
- Create a digital platform that enables the community and brings together the ecosystem that a caregiver needs.

For further details visit our website www.caregiversaathi.co.in

Facebook <https://www.facebook.com/caregiversaathi/>

Twitter @CaregiverSaathi

