

Job Title: Impact Communications Lead**Organization:** Young Founders School**Location:** Gurgaon, India**Position Type:** Full-time**About Young Founders School:**

Young Founders School is a Hong Kong-based non-profit organization focused on Entrepreneurship Education and Work Experience for students aged 11-18. We aim to equip young people with the necessary skills and experiences to thrive in the 21st century, enabling them to make informed choices for their future. Our mission is to offer students global exposure and the tools they need for success in today's world.

Position Overview:

As the Impact Communications Lead at Young Founders School, you will play a pivotal role in enhancing our online presence, supporting various teams with graphic design and video content, managing our brand, and developing marketing strategies to attract new clients. This position offers a unique opportunity to help grow a non-profit organization that is making a real difference in education.

Key Responsibilities:**● Social Media:**

- Manage a content calendar for platforms like LinkedIn, Instagram, TikTok, and blogs.
- Create and share content such as success stories and interviews with entrepreneurs and educators.
- Track posts and engagement metrics to measure success.

● Graphic Design & Video Creation:

- Assist teams with graphic design and video production using AI tools.
- Deliver high-quality visuals and videos, ensuring requests are completed on time.

● Marketing and Client Acquisition:

- Develop and implement strategic marketing approaches to attract and acquire new clients through various channels, including digital platforms, campaigns, and networking efforts.
- Design and execute lead generation campaigns using SEO, PPC, social media, content marketing, and email campaigns.
- Monitor and analyze key performance indicators (KPIs), including website traffic, conversion rates, cost per acquisition, and ROI, to optimize marketing strategies.

- **Web Optimization & Content Creation:**

- Enhance the organization's website for better user experience and visibility.
- Manage database activities to ensure smooth operations.
- Utilize web development and content creation tools effectively.

Qualifications:

- Experience in social media management, operations, and data analysis.
- Strong organizational and multitasking skills.
- Demonstrated experience creating content for social media platforms.
- Proficiency in web development, content creation, and marketing tools.
- Strong communication skills for building effective partnerships.
- A passion for education and alignment with the mission of Young Founders School.

Benefits:

- Exposure to global opportunities.
- Professional development prospects.
- The chance to contribute to a globally impactful non-profit.

If you're passionate about education, skilled in communications, marketing, and operations, and want to make a positive impact on the lives of young students, we encourage you to apply for this exciting role at Young Founders School.

