



**Holistic Education for the Marginalized Girl Child**



[www.sarvamshakti.org](http://www.sarvamshakti.org)



[culture@sarvamfoundation.org](mailto:culture@sarvamfoundation.org)

## Digital Marketing - Sarvam Foundation

**Full Time - Gurugram**

**Salary: 2-3 LPA**

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To Apply for the position send your Cover Letter and  
Resume here:

**[culture@sarvamfoundation.org](mailto:culture@sarvamfoundation.org)**

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### About Sarvam Shakti

Sarvam Shakti is a significant project run by the Sarvam Foundation that offers a unique and liberating education program for underprivileged girls living in urban slums. Our primary focus is to provide creative education, particularly intensive training in Indian performing arts and yoga. Additionally, we also offer quality education under our Shiksha vertical, which includes computer classes and English language training. Our students, known as Shaktis, have appeared on national television and have even gone abroad for performances. We aim to empower marginalised girls in India through a skills-based curriculum and well-being program, which helps them discover their confidence, self-worth, and purpose in life. This not only helps them shape their characters but also enables them to face life's many challenges with courage and determination.

### Job Overview

As a Digital Marketer at Sarvam Foundation, you will be responsible for developing, implementing, and managing digital marketing campaigns that promote Sarvam Shakti's goals and objectives. The role requires a deep understanding of various digital marketing channels including but not limited to social media, email, SEO, SEM and content marketing. You will be working closely with our team of interns to drive engagement and brand visibility, aligning with Sarvam Shakti's objectives.

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## **Key Responsibilities:**

- Develop and implement short-term & long-term successful SEO strategies.
- Conduct keyword research and optimize website content for search engines.
- Review technical SEO issues and recommend fixes.
- Monitor and analyze the performance of digital marketing campaigns using analytics tools such as Google Analytics and Facebook Insights.
- Collaborate with the team of Sarvam Shakti's interns to design digital assets including graphics, videos and landing pages.
- Stay up-to-date with the latest trends and best practices in digital marketing and suggest new ideas to enhance campaign performance.
- Manage email marketing campaigns including planning, segmentation, scheduling, and performance tracking.
- Collect data and report on traffic, rankings and other SEO aspects.
- Continuously updating the website based on fresh SEO trends , Google core updates and internet marketing industry trends.

## **Eligibility:**

- A bachelor's degree in any field.
- A minimum of 1-2 years of experience in Digital Marketing or equivalent roles.
- Applicants who are residing in Gurugram and neighbouring cities will be preferred.If you are residing outside the aforementioned cities, you should be willing to relocate.
- Having relevant skills and interests.
- Women, who want to restart their career, can also apply.

## **Key Skills:**

- Strong understanding of digital marketing concepts and best practices.
- Proficiency in digital marketing tools and platforms such as Google Ads, Facebook Ads Manager, Google Analytics, and email marketing software.
- Excellent written and verbal communication skills.
- Creative thinking and ability to generate innovative ideas for marketing campaigns.
- Strong project management skills with the ability to manage multiple tasks and deadlines effectively.
- Attention to detail and commitment to delivering high-quality work.
- Ability to work both independently and collaboratively in a fast-paced environment.
- Flexibility and adaptability to navigate changes in priorities and strategies.