



## Communication & Digital Marketing Executive (JCDME1120)

*"Authenticity, honesty, and personal voice underlie much of what's successful on the Web."*  
- Rick Levine, Author of The Cluetrain Manifesto

MOSIP is a modular open-source platform that helps organisations, such as governments, implement a digital, foundational ID (fID) system that prevents vendor and technology lock-in. With us, users can implement ID systems cost-effectively, in a way that is scalable and secure, by harnessing the power of open-source coding. End-users can obtain a digital ID and credentials, and verify their identity through authentication. An equal opportunity employer and trailblazing digital public good that is modular as it is agile in shaping its technology to meet emerging needs, MOSIP constantly strives to provide a strong foundation to build digital identity systems that will help drive digital transformation.

### OUR NEED

MOSIP is rapidly expanding in both geographical reach and impact. As we do so, it is important that we not only remain well informed of stakeholder needs, but that we communicate through strong, honest, and sustainable narratives to best serve them.

A **Communication & Digital Marketing Executive** will be critical to our team as we progress towards realising our mission to be the enabler of choice to those building their digital functional ID (fID) systems. This includes governments of countries as well as users in fin-tech, edu-tech and health-tech, among others.



### KEY RESPONSIBILITIES

- **Digital Marketing**
  - Help build and enhance brand image, value, and awareness among stakeholders via social media and organic traffic
  - Support our overarching brand, communication and evangelisation strategy with a robust social media plan, in line with MOSIP's long-term needs and goals
  - Collaborate and coordinate with key stakeholders and the internal team to build, enable, promote, and maintain a strong online presence via appropriate social media, particularly LinkedIn and YouTube
  - Work closely with the content and design teams to ensure that MOSIP's brand voice is consistent across all posts, campaigns, and platforms, and that SEO reflects in all generated content
  - Regularly monitor MOSIP's web presence, social media accounts, and campaigns to make user interactions more meaningful, measure and report impact, maintain a dashboard, and recommend strategies and improvement measures for better engagement
  - Ensure optimisation and keyword-analysis of digital campaigns and online presence
  - Track competition, trends, and tools
  - Maintain online reputation with media and social media influencers
- **Communication Management**
  - Build and manage:

- Calendars and dashboards for content, communications, social media, events, and campaigns
  - Databank of images, references, templates, campaigns, and distribution lists
  - Database of key stakeholders and influencers for targeted messaging
- Create and implement communication aids for publishing and distribution, to support regular communications and campaigns
  - For example: Creation, collection, collation, and analysis of survey forms
- Coordinate with the internal team, content writers, and web and design agencies to keep communications and content fresh, SEO-aligned, regularly updated, and relevant
- Scan the industry, partner teams, tools, and trends to generate the best possible communications and delivery impact
- Establish and follow templates and processes for the smooth flow and effective measurement of communications
- Help coordinate, manage, and maintain:
  - Events, webinars, round tables, high-profile discussions and meetings, and community and stakeholder interactions
  - Key relationships inside and outside MOSIP to fulfil communication goals
  - Brand standards by agency, web, and design partners on deliverables
- Craft purpose-driven communications that resonate among audiences and measure its impact

## ABOUT YOU

- **Skills & Expertise**
  - 5+ years of relevant experience preferably in a similar values-driven organisation, technology or non-profit
  - Prior hands-on experience with Content Management Systems
  - Thorough understanding and experience of SEO and SEM
- **Communications**
  - Exemplary verbal and written communication, presentation, and interpersonal skills
  - Versatility in writing across formats and platforms for various audiences and contexts
  - Strong communication management and the ability to:
    - Identify and fulfil communication opportunities
    - Draw up, maintain, deliver, and measure communication project plans
- **Tools**
  - Updated skills in the latest social media and communication tools, techniques, and trends
  - Fluency with Microsoft Office 365, GSuite and Google Analytics
  - Experience in internet authoring, communication and publishing tools and platforms and CMS
  - Well versed in using Mail Chimp and other communication dissemination tools
- **Academic Qualifications**
  - Graduate, Post-Graduate, or PG Diploma in Mass Communication, Journalism, or English Literature from an institution of repute
  - Certification in Digital Marketing from a reputed institution

## JOB LOCATION & REPORTING

- Full-time position based out of Bangalore with on-campus presence five days a week (depending on the prevalent situation)

## HOW TO APPLY

Apply to [careers@mosip.io](mailto:careers@mosip.io) with the subject line, 'Communication and Digital Marketing Executive'. Include a covering letter, resumé and portfolio of your work. If you are shortlisted, please be prepared for a test.

## PLEASE NOTE

*We value the safety of each member of our community. Due to COVID-19, most of our colleagues are working from home. We have implemented a virtual hiring process and interview candidates by phone or through a video call and are onboarding new hires remotely.*