



## **JOB Opening**

**Designation** – Digital Marketing & Communication Associate

**Location** – Gurgaon

### **About CEDSI**

An autonomous institution committed to dairy skill development in India, the Centre of Excellence for Dairy Skills in India (CEDSI) aims to ensure sustainability and profitability in the dairy sector through skilling and capacity building, policy advocacy, knowledge management, and research. Towards This CEDSI works with stakeholders across the dairy ecosystem including dairy farmers, wage workers, dairy cooperatives and corporates, research, academia, and central and state governments.

### **What you' 'll Do**

The applicant will be responsible to enhance the social media presence of CEDSI through innovative strategies and manage the E2E membership drive of CEDSI.

**Social Media:** Planning and coordinating a schedule of activity across Facebook, Twitter, and YouTube, and other platforms to expand our social media audience base.

**Advertising:** Coordinating Pay-Per-Click advertising, online advertising, regularly reviewing and amending keywords and ad groups to optimize performance.

**Reporting:** Monitor, report, and analyses result to improve performance, using tools such as Keyword Planner and others so that amendments and improvements can be made appropriate.

**Other:** Keeping up to date with the latest trends and best practices in online marketing and measurement. Undertaking any other duties commensurate with the accountabilities of the post

**Membership:** Create a Database of all allied sectors stakeholders, Generate Leads for enrolling them as members, Convert the leads, and enroll them as CEDSI Members.

**Communication & Lead Generation** – Regular communication & Follow-ups with various State Dairy Departments, Industries, Academia, NGO's, and other Organizations and generate Revenue for CEDSI as part of Business Development Mandate.

### **Note:**

1. Salary: Salary 3 lacs plus Medical plus Gratuity- Annually
2. Submit Your updated CV on or before 5th Jan 2022. Please mark your CV to [info@cedsi.in](mailto:info@cedsi.in) with cc to [Coo@cedsi.in](mailto:Coo@cedsi.in)