Job description: Digital Marketing and Technical Executive, UrmulTrust

I. INTRODUCTION

Urmul Trust is promoting crafts based livelihood and social enterprise promotion through the programme – skills to succeed. The proposed interventions therein are directly reaching out to 1680 skilled, semi-skilled and unskilled women of desert communities of Rajasthan. These are practicing traditional artisans; and have a high potential to acquire skills and be enabled to develop sustainable craft-based business enterprises.

Artisan based skill building programmes are organised for the traditional artisans who are left out of the mainstream development. Traditional manufacturing skills are highest in the caste groups presently classified as OBC (Other Backward Classes), followed by Scheduled Tribes, Scheduled Castes and other caste groups.

Through this JD, Urmul Trust, seeks a young passionate person to steer the digital marketing and technology management aspect for the programme.

About URMUL (www.urmul.org)

With an undying faith in people’s capacities and their understanding of progress and development, Urmul has been innovating means and ways of redefining survival and its realities in the desert. The focus is on the vulnerable and marginal sections of the society—women and children. Through health, livelihoods, education, governance and advocacy interventions, Urmul has been actively working in the desert since 1987. Following a decentralised approach—more than eight organisations have now off-shot in different areas in the region, thematically specializing in their activities, with a common and unifying agenda—adaptive and deep-rooted development.

Key Themes/ interventions at URMUL, currently, are:

- Health and sanitation
- Livelihood- Strengthening marginalised, the vulnerable section of the society
- Education - child rights, empowering women.
- Governance and advocacy
- Facilitating pastoralist- the camel partnership
- Community development - alternative livelihood opportunity, Self-help Groups (SHG)
- Empowering local artisans- crafts training, capacity building
- Farmer communities: seed bank, organic farming
Job posting:
Digital Marketing and Technical Executive, UrmulDesert Crafts

Mission:
Managing digital sales and marketing through critical data-driven insights, design-oriented skills, tailored tools, logical reasoning and a problem-solving approach.

Perfect candidate:
- Original thinker
- Loves challenges
- Does not mind getting out of his/her comfort zone or onto field
- Has knowledge and skills for image correction, website updating and management of online sales
- Effectively manage and enhance online sales of products with good numerical and IT skills
- Has a strong learning orientation, intellectual curiosity and interest in social enterprises
- Is self-driven and self-motivated
- Possesses strong ethical values, professional accountability, and is adaptable to a changing environment
- Willing to travel extensively, to the remote cluster locations for data collection and management

Role:
- Updating our e-commerce website and looking at data analytics
- Updating products databases and managing sales
- Updating the ERP system
- Conducting research and analysing data to identify and define audience
- Supporting the marketing manager in delivering agreed activities
- Managing the marketing budget and uses financial strategy to advise all marketing plan
- Understanding and catering to market dynamics, competitions and customer needs
- Ensuring timely and quality execution of the interventions
- Engaging all the stakeholders as scheduled in the ecosystem map
- Facilitating the team in connecting with market players and leveraging the contacts in the fashion and crafts industry to mobilise advisory and resource support
- Proper and timely reporting to all the stakeholders

Compensation:
Upto 2.4 lacs per annum

Send in your CVs/Resume to:

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