



Position: Brand Manager

Type: Full-time

Reporting To: Director, Brand & Communications

Location: Remote

About ACT

ACT Capital Foundation For Social Impact is a non-profit venture philanthropy platform that was born in 2020 in response to the COVID crisis and is built upon the premise that an entrepreneurial mindset, technology & innovation and collective action have the power to create meaningful social impact at scale.

We are driven by a bias for action to catalyse social change through collaboration across the board - startup founders, donors, NGO's, expert advisors, government stakeholders as well as the public at large.

Our grants are given as seed capital to incubate and accelerate innovations that have demonstrated ability to address some of India's most complex social needs. In addition to providing funding, we work with our grantees on their strategy as well as operations and help them harness the strength of our collective - through best-in-class industry mentorship that can enable them to build sustainable organisations.

Position Summary

This role will be responsible for the conceptualisation and implementation of ACT Capital Foundation's brand campaigns & amplifying brand visibility across multiple online and offline mediums.

The brand manager will drive brand salience through social media marketing, PR as well as stakeholder communication for donors, grantees, partners etc.

Driving awareness about our grantees (their work and impact), fueling conversations around ACT's areas of focus with the public at large and building target group engagement with key organisational initiatives will be critical measures of this role.

Key Responsibilities

- a) Managing ACT's social media presence and driving audience engagement through an effective content marketing strategy
- b) Planning brand communication/campaigns from ideation to execution w.r.t creative idea, design and copy and working with designers to translate it into visual communication
- c) Liaisoning with ACT's education, health, environment and women verticals to get grantee stories and ground updates for communication use
- d) Monitoring and analysing social media metrics and campaign outcomes to create a set of actionable learnings
- e) Conceptualising and writing the content for stakeholder communication like newsletters, reports, mailers etc.
- f) Creating PR opportunities for ACT with traditional as well as digital media and writing the content; where required



- g) Cracking collaborations and partnerships for visibility with external brands
- h) Ensuring ACT's brand protocols are met across all external communication

The Ideal Candidate

You're perfect for this job if you:

- a) Have experience managing social media platforms and understand online audience behaviour
- b) Have a flair for writing great copy and content
- c) Enjoy creative ideation and are excited to try new creative approaches
- d) Enjoy collaborating with people and building partnerships

Experience & Qualifications

Graduate or postgraduate in marketing/communications with minimum 5 years of relevant experience.

How To Apply

Write to the Director - Brand & Communications at alankrita@actgrants.in with your updated resume.