Katha/ 300M is augmenting and strengthening its reach and building capacity to support 300M Citizen’s Challenge’s ambitious plans. 300M is the brainchild of Padmashri Ms Geeta Dharmarajan. We are on a mission to transform education for the millions of underserved children through its unique content and story pedagogy and bring them out of poverty.

We are looking for a remote-working, self-driven, tech-savvy, creative Integrated Marketing Communication professional to promote Katha/300M’s brand and services. He/ She must have demonstrated 4-6 years of experience with different aspects of marketing with a significant focus on online/digital marketing – developing marketing strategies, executing campaigns, managing budget and forecasts. In addition to being an outstanding communicator, they would have demonstrated excellent interpersonal and analytical skills.

The selected candidate will help grow Katha/300M’s influence, brand loyalty and engagement. You will plan, implement, and monitor digital marketing campaigns to drive reach and impact. You will work with the cross-functional teams across Katha/ 300M and other external partners like non-profits, government, public and private school network and other foundations to deliver successful outcomes.

He/ She works closely with the leadership team to develop effective strategies for advocacy to extend the reach of Katha’s education content and pedagogy to hundreds of thousands of children.

If you have what it takes or know someone interested, reach out to me with a short brief or hr@katha.org, and we will get in touch with you with more details.