

Digital Outreach Associate

Key Responsibilities

1. **Digital Content & Creative Development** – Create high-quality social media creatives, posters, videos, reels, carousels, event creatives, and promotional materials using Adobe Creative Suite, Canva, WordPress and other editing tools.
2. **Digital Outreach** – Drive outreach for Waterpreneur Studio's events, programs, startups, ecosystem initiatives, and organizational activities across digital platforms.
3. **Social Media Management** – Plan, create, publish, and monitor content across LinkedIn, Instagram, Facebook, and other relevant platforms.
4. **Event & Program Promotion** – Develop digital campaigns and communication materials to increase participation, visibility, and engagement for events and programs.
5. **Ecosystem Engagement** – Support communication with startups, founders, mentors, institutions, industry stakeholders, and ecosystem partners through digital channels.
6. **Content Performance Tracking** – Monitor engagement, reach, leads, and campaign performance and provide regular reports and insights.

Skills & Requirements

- Minimum **1 year of relevant experience** in digital outreach, social media, content creation, marketing, or communications.
- Strong proficiency in **Canva, Adobe Photoshop, Illustrator, Premiere Pro, After Effects**, or equivalent editing tools.
- Good knowledge of **graphic design, video editing, reels, social media creatives, and visual communication**.
- Strong **written and verbal communication skills**.
- Ability to create engaging and audience-focused content.
- Understanding of **social media trends, algorithms, hashtags, and digital engagement strategies**.
- Good coordination and interpersonal skills.
- Ability to manage multiple campaigns, deadlines, and outreach activities simultaneously.