

Job Description – Communications Officer

Designation	Communications Officer
Location	Regional Office
Employment type	Renewable fixed term contract
Report to	Communications Manager (Functional) Regional Manager (Administrative)
Direct reportees	NA

Organization Background

Educate Girls (www.educategirls.ngo) is holistically tackling issues at the root cause of gender inequality in India's education system. Our comprehensive model reforms government schools through community ownership and reaches up to 90% enrolment, higher attendance and improved learning outcomes for all girls. Founded in 2007, the non-governmental organization has a management and outreach office in Mumbai and operations in Pali, Jalore, Sirohi, Ajmer, Bundi, Rajsamand, Bhilwara, Udaipur, Jhalawar and Banswara in Rajasthan and Jhabua, Dhar and Alirajpur in Madhya Pradesh. At this period, the organization is set to grow, and expand its reach of services beyond Rajasthan and Madhya Pradesh. As such, we have committed to launching interventions in multiple new geographies across India over the coming 3 years.

Position

- Promote the mission and services of Educate Girls with an emphasis on enhancing understanding of the organization's work
- Drive organisational and communications objectives at regional level
- Co-ordinate with teams to create, collate and deliver textual, audio and visual content
- Ensure consistency in all communications
- Build external and internal stakeholder trust and advocacy
- Build regional media relationships

Job Responsibilities

Brand Alignment:

- Manage Educate Girls' brand image and positioning to strengthen relationship with all key stakeholders at regional level
- Maintain consistency in branding and messaging across all communications.
- Keep all brand violations under check
- Induct new recruits into the brand and brand guidelines

Creation and Delivery of Content:

- Co-ordinate with teams to collect and create success stories for periodic reports
- Co-ordinate with teams and stakeholders to collect / create quotes, testimonials, pictures etc. for bi-monthly newsletter.
- Ensure timely print and dissemination of newsletter
- Proof-read all communications collaterals
- Draft slogans and text for banners /invites as required
- Draft speeches and official letters as required

Social Media Communications:

- Engage with all volunteers and staff in the official social media pages.
- Use the platforms for employee and volunteer motivation and to create awareness about girls' education.
- Conceptualize and create posts for the page: minimum 3 posts / week.

Support Regional Events:

- Create content and provide communications support to regional events
- Attend relevant regional events to impart knowledge about the brand and brand guidelines
- Attend relevant regional events and communicate with stakeholders in order to churn out content for newsletter and social media pages.
- Facilitate Team Balika (volunteer) Recruitment drive
- Manage cultural performance, branding and anchoring during Foundation Day celebrations

Facilitate Field Visits and Representation:

- Facilitate media visits
- Facilitate donor/partner visits
- Facilitate photography/videography projects
- Represent Educate Girls at various events when required

Admin:

- Keep a track of the communications budget
- Take charge of translations of material in local language
- Keep an inventory checklist

Education, Qualification and skills needed

- Bachelor's degree required (preferably in arts, journalism, media studies)
- At least 2 years of experience in communication or related field in a company, NGO or government agency.
- Ability to develop compelling stories with superior written, oral and visual communications skills.
- Ability to write and present clearly and persuasively in Hindi and English. Proficiency in local dialect preferred.
- Proficiency in MS Word and PowerPoint. Knowledge of graphic designing softwares like CorelDraw and Photoshop will be an advantage.
- Understanding of computer, internet and social media is imperative

- Experience in PR / media management
- An interest in photography, videography and design
- Willingness to travel frequently (to rural regions)
- Ability to meet deadlines
- Professional maturity and ability to work effectively across levels, functions and regions

TO APPLY

Interested candidates with relevant experience are to e-mail their **CVs and covering letters** to jobs@educategirls.ngo

IMP:

- Please clearly state **the role and district** that you are applying for in the email subject line.
- Please clearly mention **current/last drawn compensation** and expected compensation.

For further details about organisation please visit www.educategirls.ngo

"Educate Girls is committed to achieving 50/50 gender balance in its staff. Female candidates are strongly encouraged to apply for this position."