

Job Description – Communications Officer

Designation	Communications Officer
Department	Communications
Location	Prayagraj
Employment type	Employment contract
Report to	GM Communications, State Operations Lead
Positions reporting to this role	-
Employment level	Junior

Version No:			
JD No.:		Version No.:	V1
Effective date:		JD approved by:	

Organization Background

Established in 2007, Educate Girls (a project of 'Foundation to Educate Girls Globally') is holistically tackling issues at the root cause of gender inequality in India's education system that has helped to ensure over 90% enrolment and higher attendance as well as improved school infrastructure, quality of education and learning outcomes for all girls.

Our comprehensive model helps communities assess their school situation, initiate action plans and empowers them to sustain positive results at the lowest cost. Educate Girls believes that if girls in the most backward gender gap districts are educated now, they will have the potential to enter the formal economy, gain employment and lift their families out of poverty. By leveraging the government's existing investment in schools, Educate Girls delivers measurable results to a large number of beneficiaries and avoids duplication or parallel delivery of services.

Because of the sustainability and scalability of the model, Educate Girls has grown from a 500-school pilot project in the Pali district of Rajasthan to now serving thousands of schools, reaching millions of children in some of India's most remote areas. The non-governmental organization has a management and outreach office in Mumbai and operations in Rajasthan and Madhya Pradesh and is committed to launching interventions in multiple new geographies across India over the coming years.

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

Our Values

Gender Equality	Being able to treat people equally irrespective of gender
Integrity	Possess the ability to “know and do” what is right
Excellence	Being outstanding or extremely good, striving to lead by performance excellence
Collaboration	Working effectively and inclusively with a range of people both within and outside of the organization
Empathy	Being able to understand and share the feelings of another and use that understanding to guide our actions

Our Competencies

Strategic Thinking – Think big yet	Taking Ownership – Feel	Analytical Thinking – Stay true to
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act focused	responsible & accountable	your data
Developing Talent – Growing and taking people together		Ensuring Alignment – Think differently but work together

✓ **Job Profile**

✓ **Scope & overview of the role:**

The Communications Officer role includes - promoting the mission and services of Educate Girls with an emphasis on enhancing understanding of the organization's work; driving organizational and communications objectives at regional level; co-ordinating with teams to create, collate and deliver textual, audio and visual content; ensuring consistency in all communications; building external and internal stakeholder trust and advocacy; building regional media relationships.

✓ **Areas of Responsibility:**

- **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
 - Coordinate with Communications team at HO and support them as and when required
 - Coordinate with PR agency
- ✓ **Core Responsibilities**
 - Coordinate with teams to create, collate and deliver textual, audio and visual content.
 - Liaise with regional journalists
 - Support regional teams with content, collaterals, etc.
 - Collect and report impactful case studies from the field
 - Team Balika engagement with VE
 - Manage Team Balika facebook page
 - Support Comms team at HO

✓ **Liaise with:**

TB and stakeholders, journalists

✓ **Education Background:**

Bachelor's degree required (preferably in arts, journalism, media studies)

✓ **Work Experience:**

2-3 years of experience in reporting/PR/content writing

✓ **Skills Set:**

• **Soft skills:**

- Presentation skills
- Good interpersonal skills
- Problem solving
- Professional maturity and ability to work effectively across levels, functions and regions
- Ability to meet deadlines
- People management
- Decision making
- Be Proactive and Take Initiative

• **Technical skills:**

- PR / media management
- Proficiency in MS Word and PowerPoint
- Basic designing skills (knowledge of photoshop/illustrator/CorelDraw)
- Support Regional Events

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- Content Writing
 - Social Media Management
 - Brand Alignment

✓ **Travel requirement:**

2-3 times per quarter within the region to collect content + presence required at events

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