

Job Description – Lead Communications

Designation	Senior Manager
Department	Communications
Location	Mumbai
Employment type	Employment contract
Report to	General Manager Communications
Positions reporting to this role	State Program Outreach Sr. Specialist
Employment level	Middle

Version No:	01.14		
JD No.:		Version No.:	v1
Effective date:		JD approved by:	General Manager Communications

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

This document reflects the job content at the time of designing the job description and will be subject to periodic change in the light of changing operational and environmental requirements. Such changes will be incorporated in the job description on annual basis

	to guide our actions
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Our Competencies

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

✓ Job Profile

✓ Scope & overview of the role:

The role will be responsible for developing and implementing the communications and media plan of Educate Girls to optimize the impact of its various programs for the education of girls; will work closely with General Manager Communications in implementing the communications strategy at Educate Girls. S/He will be managing the communications resources across states (existing states + expansion) and the primary language of communication will be Hindi. S/He will be accountable for managing the daily operations of the Communications department.

✓ Areas of Responsibility:

○ Communications Strategy

Assist the General Manager Communications in executing the Communications strategy and manage Educate Girls' brand image and positioning to strengthen relationship with all key stakeholders

Ensures consistency in all communications and develop and strengthen the organizations brand image across all channels

Builds media relationships and ensure media coverage for all Educate Girls initiatives, establish partnerships with new stakeholders.

Review the communication campaigns and donor relations at state level

Assist Communications Team in conducting a brand audit / positioning exercise / perception study aimed at stakeholders (especially Team Balika) from time to time

Setting KRAs for the team s/he would lead

○ Brand alignment

Understand the brand and communications guidelines clearly.

Educate State staff about communications guidelines etc.

Maintain consistency across all branding and communication activities. Keep all violations under check

Align all media activities with agreed upon guidelines

○ Social Media

Oversee engagement with Team Balika, Field Coordinators and Block Officers on Team Balika Facebook page

Use the platform for Team Balika appreciation and motivation

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- Public Relations

Create avenues for spokesperson(s) to deliver the organization's story and key messages.
Look for opportunities where the organization can partner with State bodies for co-promotions.
Maintain media relations with print, social and electronic media.
Build Educate Girls as a sought-after opinion leader in public education space for State level media.

- Newsletter

Collation of Team Balika and beneficiary stories
Ensure the newsletter gets designed, printed and disseminated in time

- Print and Production of Collateral

Identify vendors who can give us competitive rates for quality products.
Manage shipment of product across districts.

- Administration and Co-ordination

Keep a track of the communications budget.
Attend manager's meet when required.
Represent the communications team on field when required.
Take charge of translations of material in local language.
Keep an inventory checklist.

- ✓ **Liaise with (internal & external stakeholders)**

Operations & all support functions

- ✓ **Education Background:**

A bachelor's degree in Hindi, Journalism, Marketing or Communications or any field of social science

- ✓ **Work Experience:**

Proven work experience as a Communications manager, with the primary medium of communication being Hindi, minimum 5-7 years of experience in managerial role

- ✓ **Skills Set:**

- **Soft skills:**

Superior level Hindi writing, content development and speaking skills.

Confident communicator and presenter
Excellent organizational skills and the ability to meet deadlines
Superior project management and time management skills
Self-motivated with a positive and professional approach to management
Leadership & Team management

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A wide degree of creativity and latitude
Excellent written & oral communication

- **Technical skills:**

Strong HINDI writing, editing, proofreading, layout and design, professional printing/publishing skills

Ability to present concepts verbally

Strong knowledge and understanding of current trends in digital media/social media

Must possess a demonstrated use of intermediate computer operations (basic programming, relational databases and operating systems) and intermediate software packages (word processing, spreadsheets, graphics, desktop publishing programs, photo manipulation programs, etc.)

- ✓ **Travel requirement:**

Once in 3 months to EG offices across India

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