

## Job Description – Head Communications

<b>Designation</b>	Head – Communications (General Manager)
<b>Location</b>	Head Office
<b>Employment type</b>	Renewable fixed term contract
<b>Report to</b>	Global Development Director
<b>Functional reportees</b>	Deputy Manager Communications, Regional Communication Officers
<b>Employment level</b>	Senior

### Organization Background

Established in 2007, Educate Girls (a project of 'Foundation to Educate Girls Globally') is committed to the Government's vision to improve access to education for children, especially young girls, by involving the local government and communities. The organisation 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 organisation please visit [www.educategirls.ngo](http://www.educategirls.ngo)

### Our Values

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

### Our Competencies

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

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## Job Profile

Building on the scale and achievements of the past 11 years, Educate Girls will be expanding its operations between 2019 & 2024 to reach 16 million children across 31 educationally backward districts in northern and central India. To this end, we are seeking to onboard a senior member in the communications team to further strengthen the brand 'Educate Girls' in India and internationally.

The Head of Communications will lead and be responsible for Educate Girls' strategic direction for integrated communications and brand salience whilst driving engagement with partners and key stakeholders.

Reporting to the Global Development Director, the position will be responsible for the development and implementation of long-term and short-term communications strategy with clearly defined objectives and budgetary projections. You will guide a team of managers and regional officers to plan and executive a broad range of activities to increase brand visibility, manage brand perceptions and fortify relations with various stakeholders as well as support the efforts of other functions. Working closely with the founder and senior leadership, you help communicate their ideas and viewpoints to establish them as thought leaders.

The position will operate out of the head office in Mumbai but will required to travel extensively to program locations in India. Certain projects may entail travel outside of India.

## Areas of Responsibility

These include but are not limited to the following,

**Implement Marketing Communications Strategies:** Develop and implement integrated communications and marketing strategies for the organisation and other functions. Develop brand design campaigns, marketing collaterals, annual reports, newsletters, audio-visual material, stationary & merchandise. Identify other relevant marketing opportunities. Set communications budget and track utilization.

**Brand Management:** Conduct a brand audit to define brand positioning statement, core messages and the appropriate media mix. As custodian of the brand, you will be responsible for developing and promoting clear guidelines for brand representation and ensure consistency in visual and verbal communication. Help make sure that the organisation's philosophy, mission and vision are conveyed and practiced throughout the organization. Manage brand reputation including crisis management.

**Stakeholder Communications and Engagement:** Leverage present partnerships and forge new strategic partnerships to augment brand reach and awareness. Provide communications support to donors and partners and build co-branded campaigns to drive interest and engagement.

**Digital Communications:** Oversee content and analytics of the organisation's website and blog and manage brand pages on various social media platforms. Create engaging content specific to each platform and devise and execute online campaigns to boost engagement. Map and reach out to influencers. Drive online fundraising initiatives. Create and disseminate e-mailers. Study trends and manage online queries and comments. Evaluate efforts against set matrices and budget.

**Public Relations:** Serve as the primary media contact for media queries and further co-ordination for interviews. Track coverage of press releases and other publications written by/about the organisation. Stay informed of market drivers and industry news and share insights with the teams. Train regional teams and spokespersons so they can appropriately manage queries from regional journalists. Nominate the company and members of the management team for relevant awards. Assist leadership in drafting articles, reports and journals. Represent the organisation at relevant forums for networking.

Event Management: Conceptualize and execute events for increasing brand visibility and engaging with various audiences. Conceptualize and curate events to engage with key stakeholders like the Government, impact investors and the media. Supervise the event, create collaterals as required, manage guest relations and track expenses. Promote the event through various media vehicles.

#### **Preferred Education and Experience**

- A Graduate / Post-Graduate / Master's degree from a reputed university in Mass Communication, Marketing or Advertising, Development Communications or related field.
- 12+ years of relevant work experience in marketing communications with exposure to PR, Advertising and online-offline marketing.
- Proven track record in developing and leading comprehensive communication plans created under various budgetary considerations.
- Experience in agency management.
- Prior experience in non-profit or education sectors will be an advantage.
- Should have managed a team.

#### **Preferred Skills**

- Excellent written, interpersonal and presentation skills with the ability to effectively interact with internal and external stakeholders.
- Fluency in English (written and spoken) and in Hindi (primarily spoken) is required.
- Public speaking.
- Use of storytelling while presenting complex ideas in an engaging manner.
- Creative aptitude combined with aesthetics.
- Strong networks with key media.
- Pragmatic approach allowing flexibility to adapt to on ground conditions as well as media trends.
- Resource and time management skills as well as problem-solving.
- Proficiency in MS Office (Word, PowerPoint, Excel)
- Basic knowledge of graphic designing, print production, photo-video production and social media analytics.

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