

## Job Description – Manager Communications

<b>Designation</b>	Manager Communications
<b>Location</b>	Head Office
<b>Employment type</b>	Renewable fixed term contract
<b>Report to</b>	Head of Communications
<b>Functional reportees</b>	
<b>Employment level</b>	Middle

### 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 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	

### Job Profile

#### Overview of the role:

Manager Communications will work with the Communications Team in ensuring that the brand and its communication is aligned to Educate Girls' vision, mission and values at all times. The position will be required to build and execute the communications strategy across mediums to support national and regional operations.

**Areas of Responsibility:**

**Brand Alignment:**

- Should have a complete understanding of the Brand Manual and working guidelines (training will be imparted.)
- Will be responsible for adherence to the guidelines and creation & delivery of communications content.

**PR and Stakeholder Communications:**

- Managing communications and branding requirements for internal and external stakeholders-donors, employees, volunteers, government partners, communities, etc.
- Strategize and execute communications campaigns in association with partners, internal teams, and agencies.
- Identifying opportunities for thought leadership and communication support for speaker engagements
- Aid in maximizing Educate Girls' brand reach by using various print and electronic media tools available.
- Identify blogs and websites (like The Better India, Huffington Post Women, Girls' Globe etc.) for partnerships.
- Build a database of journalists (international, national and regional) relevant to Educate Girls and build media relationships (either through an agency, stringer or individually when required.)
- Conduct periodic media audits and monitor Educate Girls' competitive environment in print and electronic media.
- Write and disseminate press releases, Op-Eds and other documents for media consumption.
- Manage media queries in a timely manner.
- Identify and engage with influencers to increase brand reach

**Creative Writing and Content Delivery:**

- Create and follow a 'content calendar'
- Co-ordinate with regional teams and external vendors to curate stories from the field to represent Educate Girls' impact – written, videos, photo essays, etc
- Work on content curation for Educate Girls' blog.
- Connect curation for collateral like brochures, reports

**Others:**

- Timely documentation and record-keeping
- Maintain and update the mailing list and send out updates to our stakeholders as and when required
- Update information on website and other collaterals

**Preferred Education Background:**

- Should be a Graduate with a Post Graduate / Diploma in Mass Communication / PR / Journalism /Marketing.

**Preferred Work Experience:**

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- 4-5 years of relevant work experience (Journalism / PR /Corporate Communications)
  - Experience in media management and in handling PR Agencies.
  - Should be a consumer of digital content and social media savvy.

**Preferred Skill Set:**

- Proficiency in MS-Office especially MS Word and MS PowerPoint
- Must know English and Hindi fluently – written and spoken
- Must own superlative creative writing skills. Must be able to independently design and author a great story.
- Ability to think, plan and execute on multiple projects simultaneously in an organized fashion.
- Ability to conceptualize breakthrough campaigns and carry them through execution
- Attention to detail and lateral thinking
- Excellent inter-personal skills and the ability to work with people from varied backgrounds, at all management levels.
- Commitment to Educate Girls' mission and values
- Gender sensitivity

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