



## Project Manager (Communication Specialist) – Project Management Unit

(Secondary Education Department, Lucknow, Uttar Pradesh)

Position Location: Lucknow, Uttar Pradesh

About the Organization: Established in 2007, Educate Girls' is a non-profit that focuses on mobilizing communities for girls' education in India's rural and educationally backward areas.

Strongly aligned with the 'Right to Education Act' or the 'Samagra Siksha', Educate Girls is committed to the Government's vision to improve access to primary education for children, especially young girls.

Educate Girls (EG) currently operates successfully in over 20,000+ villages in Rajasthan, Madhya Pradesh and Uttar Pradesh with a strength of 2200+ employees & 13000+ volunteers (Team Balika). By leveraging the Government's existing investment in schools and by engaging with a huge base of community volunteers, Educate Girls helps to identify, enrol and retain out-of-school girls and to improve foundational skills in literacy and numeracy for all children (both girls and boys). This helps deliver measurable results to a large number of children and avoids parallel delivery of services.

For more information on the organization log on to [www.educategirls.ngo](http://www.educategirls.ngo)

We are currently having Project management unit in collaboration with Dept. of Secondary Education, Govt. of Uttar Pradesh. A Special Project team unit will be responsible for Support the Government of Uttar Pradesh (GoUP) in the Implementation of the Career Awareness Program and handling the social media platform of the department.

### Position Overview:

We are looking for a Project Manager (Communication Specialist) to promote organisation best practices, developing information, education & communication (I.E.C.) campaigns, drive communication objectives & events related to Project. To work for Knowledge documentation and dissemination; and strategic communications management.

### Position Key Responsibilities:

#### Program Execution:

- Document (video documentaries, case studies, and print material) best practices for international and national dissemination.
- Design campaigns, such as, 'career and livelihood guidance' campaign.
- Organize key events related to the project such as conferences and seminars, round table discussions, knowledge exchange forums, special training programs, field visits/missions by senior government officials and/or Educate Girl's officials, etc.; prepare all documentation required for such events; and provide event management and logistics support.
- Support in organizing annual workshops for the different project at state to share best practices, innovations, and prospective plans.

- Support in preparing communication and outreach plans, press briefs, and social media posts for project activities and results.

#### **Government Linkage:**

- Cultivate and maintain strong relationships with government agencies at the state level.
- Represent the organization in different government meetings, workshops and initiatives.
- Work closely with the government officials to align program objectives with the state educational policies and priorities.

#### **Stakeholder Engagement**

- Collaborate with educational institutions and local organizations to strengthen program outreach.
- Build partnerships and alliances to enhance the career awareness program's impact and sustainability.

#### **Monitoring and Reporting:**

- Establish robust monitoring and evaluation mechanisms to track program progress and identify areas for improvement.
- Prepare comprehensive reports for internal and external stakeholders, highlighting achievements, challenges, and recommendations.

#### **Social Media Management**

- Develop and execute media strategies to enhance the government's online presence.
- Create and curate content for various social media platforms.
- Monitor and analyse social media metrics to measure the effectiveness of campaigns being executed by Department.
- Design and run campaigns for various departmental needs – promotions, etc.

#### **Desired Incumbent Profile:**

##### **Preferred Education Background:**

- Post-Graduate or equivalent in management, marketing, media and communication or related discipline

##### **Preferred Work Experience:**

- Minimum of five years' work experience in PR/communication/media management etc.
- Experience in content creation and management of external communication, as well as developing Information, Education & Communication (I.E.C.) campaigns for initiatives will be valued (preferably social sector)

##### **Preferred Skill Set:**

- Experience working on projects involving the design and implementation of communications strategies, including the use of social media at various levels.
- Significant experience in making policy recommendations and driving policy reforms.
- Experience organizing knowledge-sharing sessions and documenting knowledge for wider sharing
- Experience visualizing data/outcome dashboards to support project monitoring and data-section
- Strong communication and interpersonal skills
- Understanding of computer, internet and social media is imperative.
- Ability to write and present clearly and persuasively in Hindi and English.

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