

Job Description – Creative Lead

Designation	Creative Lead / Manager Communications
Location	Mumbai
Employment type	Renewable fixed term contract
Report to	Head of Communications
Employment level	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 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 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	

Overview of the role:

Educate Girls is seeking a talented and visionary individual to join our team as a Creative Lead. The Creative Lead will be responsible for leading the conceptualization, design, and execution of creative projects across various mediums to enhance our brand presence and support our mission of empowering girls through education. The position will work with the Communications Team to ensure that the brand and its communication are aligned with Educate Girls' vision, mission, and values at all times to support national and regional operations.

Areas of Responsibility:

Brand Alignment:

- Ensure that all creation and delivery of content is in line with the brand messaging and tone.
- Should have a complete understanding of the Brand Manual and working guidelines
- Will be responsible for adherence to the guidelines and creation & delivery of communications content.

Creative Conceptualization:

- Lead the conceptualization of creative campaigns and projects aligned with Educate Girls' mission and values.
- Develop innovative ideas and strategies to effectively communicate key messages and initiatives.

Design and Visual Branding:

- Oversee the design and development of brand assets, including but not limited to, annual reports, merchandise, brochures, donor reports, and other marketing materials. Look at innovate and creative presentation of the brand through these assets.
- Ensure consistency and adherence to brand guidelines across all creative outputs.

Video Production and Editing:

- Manage the video production, from ideation and scripting to shooting, editing, and post-production. This can be managed in-house or through vendors, as per the scale of the video.
- Create visually compelling and emotionally engaging videos to tell the story of Educate Girls' impact and initiatives.

Designing for Digital and Social Media:

- Collaborate with the digital team to create visually appealing content for social media platforms, website, and other digital channels.
- Utilize multimedia elements to enhance online engagement and drive awareness of Educate Girls' work.

Print Collaterals:

- Design and layout print materials such as posters, flyers, banners, and event signage to support various campaigns and events.
- Design and support all materials required for program operations- learning kits, charts, etc

Collaboration and Stakeholder Engagement:

- Work closely with cross-functional teams to understand project requirements and objectives.
- Collaborate with external vendors, agencies, and partners to execute creative projects efficiently and effectively.

Quality Assurance:

- Ensure the highest quality standards in all creative outputs, including design, messaging, and production values.

Preferred Education Background:

- Bachelor's degree in Graphic Design, Visual Communication, Film Production, or related field. Master's degree is a plus.

Preferred Work Experience:

- Demonstrated experience (>5 years) in conceptualizing, designing, and producing creative content, particularly in video production and editing.

Preferred Skill Set:

- Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), video editing software (e.g., Adobe Premiere Pro, Final Cut Pro), and other relevant tools.
- Strong portfolio showcasing creativity, visual storytelling, and design proficiency.
- Excellent project management skills with the ability to prioritize tasks and meet deadlines.
- Must know Hindi and English fluently
- Proficiency in making presentation decks
- Attention to detail and lateral thinking
- Excellent interpersonal 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."