

Job Description – Senior Manager Communications

Designation	Senior Manager Communications
Location	Mumbai
Employment Type	Renewable Full Time Employment Contract
Report to	Head of Communications
Employment Level	Middle

Organization Background

Established in 2007, Educate Girls' is a non-profit that focusses on mobilising 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.

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

Job Profile

Senior Manager Communications 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. 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:

- Ensure that all creation and delivery of content is in line with the brand messaging and tone.

Content Development and Strategy

- Create and execute a communication strategy for the Senior Management Team as thought leaders and contribute to the overall brand Educate Girls
- Developing content including social media, thought leadership articles, other content requirements, etc. for the brand and senior spokespersons
- Using data and research to build narratives and publish research-based articles
- Identifying opportunities and platforms for thought leadership
- Supporting communications for speaker engagements, including the creation of speaking notes, presentation decks, narratives, etc.
- Managing communications and branding requirements for internal and external stakeholders- donors, employees, volunteers, government partners, communities, etc.

Media and Stakeholder Communications:

- Building a database of journalists (international, national, and regional) relevant to Educate Girls and building media relationships (either through an agency, stringer, or individually when required)
- Conducting periodic media audits and monitoring Educate Girls' competitive environment in media.
- Writing and disseminating press releases, Op-Eds and other documents for media consumption.
- Managing media queries in a timely manner.
- Identifying and engaging with influencers to increase brand reach
- Co-ordinating with regional teams and external vendors to curate stories from the field to represent Educate Girls' impact – written, videos, photo essays, etc.

Preferred Education Background:

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

Preferred Work Experience:

- 10+ 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:

- Must own superlative English writing skills. Must be able to independently design and author a great article.
- Must know Hindi fluently – written and spoken
- Ability to think, plan, and execute multiple projects simultaneously in an organized fashion.
- Ability to conceptualize breakthrough campaigns and carry them through execution

- 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."