

Job Description – Associate/Assistant Manager Communications

Designation	Associate/Assistant Manager – Communications
Location	Mumbai
Employment type	Renewable fixed-term contract
Report to	Manager - Communications

Organisation 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 empower 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 organisation has a management and outreach office in Mumbai and operations in Rajasthan, Madhya Pradesh, Uttar Pradesh and Bihar and is committed to launching interventions in multiple new geographies across India over the coming years.

For further details about the organisation, 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 organisation
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:

Associate Communications will work with the Communications Team to ensure creative content delivery, online content management and consistency in the organisation's branding and messaging.

Areas of Responsibility:

Brand Alignment:

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

Expand Educate Girls' digital footprint through social media and drive narrative:

- Produce engaging content, including copies and collateral, for Educate Girls' social media handles
- Develop social media campaigns in collaboration with the team and manage social media calendar for the year
- Manage feedback and comments on all digital platforms
- Monitor and analyses user metrics and engagement; create monthly reports and analysis
- Do a weekly digital hygiene check for the brand
- Stay up to date with new and emerging trends to help keep Educate Girls' social media presence consistently relevant
- Maintain Educate Girls' digital presence, ensuring all information is consistent with brand guidelines and the annual communications plan and representative of the organisation's mission and core values

Content Development:

- Co-ordinate with teams to collect success stories and photographs or videos from the field as per the donor reporting calendar
- Translate stories from Hindi and re-write content/case stories with a fresh, creative approach for donor reporting
- Adapt content to suit the needs of various media vehicles – social media, blogs, newsletters, journals, reports, media articles, photo essays, etc.
- Brainstorm on creative ways of presenting stories – in words, pictures, audio, video, illustrations, etc.
- Visit program areas to collect stories and for other related assignments
- Support developing content for newsletters, press releases, etc.
- Create PowerPoint presentations as required
- Other aspects of Donor communications as required

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 the website and other collaterals by coordinating with internal teams and external vendors

Preferred Education Background:

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

Preferred Work Experience:

- 2-3 years of relevant work experience in communications/corporate communications
- Experience in copywriting, social media management and creative writing
- Familiarity with the new media industry in general
- Should be a consumer of digital content and social media savvy.

Preferred Skill Set:

- Proficiency in MS Office, especially MS Word and MS PowerPoint and experience with tools like Canva

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- Must know English and Hindi fluently – written and spoken
 - Must own superlative creative writing skills. Must be able to design and author a great story independently.
 - Ability to think, plan and execute multiple projects simultaneously in an organized fashion.
 - Ability to conceptualize breakthrough campaigns and carry them through execution
 - 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 a 50/50 gender balance in its staff. Female candidates are strongly encouraged to apply for this position."