

Job Description – State Program Outreach Officer

Designation	State Program Outreach Officer
Department	Communications – Program Outreach
Location	Jaipur, Rajasthan
Employment Type	Renewable Full Time Employment Contract
Report to	State Lead Rajasthan and Manager Communications
Positions reporting to this role	-

Organization Background

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

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

The State Program Outreach Specialist role includes - promoting the mission and services of Educate Girls with an emphasis on enhancing understanding of the organization's work; driving organizational and communications objectives at regional level; coordinating with teams to create, collate and deliver textual, audio and visual content; ensuring consistency in all communications; building external and internal stakeholder trust and advocacy; building regional media relationships. The post is located in Jaipur/Udaipur and will be responsible for the regions of Rajasthan and Madhya Pradesh. Candidate's required to visit Rajasthan and MP regularly.

Areas of Responsibility

Brand Alignment:

- Manage Educate Girls' brand image and positioning to strengthen relationship with all key stakeholders at regional level
- Maintain consistency in branding and messaging across all communications.
- Keep all brand violations under check

Creation and Delivery of Content:

- Co-ordinate with teams to collect and create success stories for periodic reports
- Co-ordinate with teams and stakeholders to collect / create quotes, testimonials, pictures etc. for bi-monthly newsletter.
- Ensure timely print and dissemination of newsletter
- Proof-read all communications collaterals
- Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the organization's activities.

Digital and media Communications:

- Engage with all volunteers and staff in the official social media pages.
- Use the platforms for employee and volunteer motivation and to create awareness about girls' education.
- Conceptualize and create posts for the Educate Girls's digital platforms
- Establish and maintain effective relationships with journalists, and maintain a media database.

Support Regional Events:

- Create content and provide communications support to regional events
- Attend relevant regional events to impart knowledge about the brand and brand guidelines

- Attend relevant regional events and communicate with stakeholders in order to churn out content for newsletter and social media pages.
- Manage cultural performance, branding and anchoring during events

Facilitate Field Visits and Representation:

- Facilitate media visits
- Facilitate donor/partner visits
- Facilitate photography/videography projects
- Represent Educate Girls at various events when required

Admin:

- Take charge of translations of material in local language
- Keep an inventory checklist

Education Background

- Bachelor's degree required (preferably in Hindi language, Arts, Journalism, Media Studies)

Work Experience

- **At least 1 year** of experience in communication or related field in a company, print/electronic media NGO or government agency.
- Minimum 6 months experience in PR / media management

Skills Set

- **Soft skills:**
 - Willingness to travel frequently (Rajasthan, Madhya Pradesh and Head Office)
 - Ability to meet deadlines
 - Professional maturity and ability to work effectively across levels, functions and regions
- **Technical skills:**
 - Ability to develop compelling stories with superior written, oral and visual communications skills.
 - Ability to write and present clearly and persuasively in Hindi. Proficiency in local dialect preferred.
 - Proficiency in MS Word and PowerPoint. Knowledge of canva and graphic designing will be an added advantage.
 - Understanding of computer, internet and social media is imperative
 - An interest in photography, videography and design

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