



Outreach & Communications

Location: Odisha, Assam, Kolkata, Pune, Andhra Pradesh

Information Links

www.educategirls.ngo

[Founder Safeena's TED Talk , April 2019](#)

[2023 WISE Prize in Education](#)

[Worlds First Development Impact Bond in Education](#)

[First TED Audacious Project to be chosen from Asia](#)

About Educate Girls:

- 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. Educate Girls' scalable, replicable and sustainable program model resides on top of India's 'Right to Education Act'.
- From a 500-schools pilot in 2007, Educate Girls has metamorphosed into a 24,000+ schools, over 18,000 villages across more than 33 districts in the states Rajasthan, Madhya Pradesh, Uttar Pradesh & Bihar.
- Since inception, Educate Girls has enrolled 1.4+ million Out-of-school girls (OOSG); 1.9+ million children have benefitted from the remedial learning curriculum. Over 18.6 million total beneficiaries have been impacted from Educate Girls' program model. For more information log on to www.educategirls.ngo
- In the next 10 years, Educate Girls aims to build one of the largest second-chance program - Pragati - for adolescent girls and young women. The objective of Pragati is to create an ecosystem to enable 10th grade credentialing and access to better life chances for adolescent girls and women who have dropped out of the formal school-system. The goal is to transform 10 million lives in the next 10 years. For more information about the project, visit <https://www.educategirls.ngo/project-pragati/>

About the role:

We are looking for an Outreach & Communication Specialist to promote organization 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.

In this role, you will be responsible for:

- **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 for the government with in available schemes to enhance enrolments for open school
- 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.

Education Background:

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

Attributes to be successful in this role at Educate Girls

- 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
- Presentation skills, Case studies
- Report and Writing Skills
- Ability to write and present clearly and persuasively in Hindi and English.
- Understanding of computer, internet and social media is imperative.
- Proficiency in local languages such as Odia, Bengali, Telugu, Marathi or Assamese is essential
- Locations : Assam, Andhra Pradesh, Odisha, Pune, Kolkata

✓ Travel requirement:

- Willingness to travel up to 25% of the time at the State/district level in program geographies

APPLY HERE : <https://forms.gle/1YSyck5LW3UfcHLo7>