



Associate - Communications

Department: Purpose and Resource Mobilisation

Location: Head Office, Mumbai

Level: Associate

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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](#)

Join Us in Transforming Lives:

Educate Girls is a non-profit organisation founded in 2007, dedicated to mobilising communities for girls' education in India's most rural, remote and educationally marginalised regions. Aligned with the Right to Education Act (RTE), Samagra Shiksha Abhiyan and the National Education Policy (NEP 2020), we are committed to advancing the government's vision of ensuring quality education for every girl.

Since its inception, Educate Girls has helped bring over 2 million out-of-school girls back to school and improved learning outcomes for more than 2.4 million children across 30,000 villages in Rajasthan, Madhya Pradesh, Uttar Pradesh, and Bihar. This success is powered by a grassroots network of over 23,000 community volunteers and gender champions.

Over the next 10 years, Educate Girls aims to impact 10 million learners by:

- Continuing 'Vidya', our Back-to-School Program, which identifies out-of-school girls (ages 6-14), supports enrolment and retention in government schools and strengthens foundational learning and life skills.
- Scaling up our second-chance education initiative 'Pragati', targeting adolescent girls and young women (ages 15–29) who drop out due to societal barriers & systemic gaps and are now ineligible for formal schooling. Pragati delivers village-based learning camps to build life skills, enhance agency and enable learners to earn their Grade 10 certifications through State Open Schools.
- Strengthening open schooling systems in 12 states through Technical Assistance Units (TAUs) in partnership with the government. These units focus on improving access to and the quality of State Open Schools to support learners in the Pragati program.

Together, these programs embody our mission to ensure that every girl is included, educated, and empowered, driving lasting transformation in education and gender equity across India. **This role is an integral part of this journey.**

The Role: Associate - Communications

The 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. It involves contributing to the creation and execution of campaigns, adapting stories across platforms, and ensuring consistent brand presence. This role requires travelling and coordination with field teams and vendors to deliver timely, org-aligned content in multiple formats.

Key Responsibilities:

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

- Produce engaging content, including copy, videos, and collaterals for Educate Girls' social media platforms, and support visual design needs as per the social media strategy

- Collaborate with the team to develop social media campaigns and manage the annual social media content calendar
- Manage feedback and comments on all digital platforms
- Monitor and analyse user metrics and engagement; create monthly reports and analysis
- Do a weekly digital hygiene check for the brand across digital platforms
- 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

2. Content Development:

- Coordinate with teams and travel to program areas to collect success stories, photographs, and videos in accordance with the donor reporting calendar and other communication team assignments.
- Work with translation agencies to convert stories from Hindi or other vernacular languages, ensure quality, and rewrite them with a fresh, creative approach across channels like donor reports, newsletters, and social media.
- Adapt and tailor stories to fit various formats of comms channels like social media, blogs, newsletters, journals, reports, press releases, media articles, and photo essays.
- Brainstorm creative ways to present stories through words, visuals, audio, video, or illustrations.
- Create PowerPoint presentations and pitch decks and contribute to other aspects of communications, as needed.

3. Others:

- Update content, visuals and collaterals on the website by coordinating with internal teams and external vendors
- Timely documentation and record-keeping
- Support in internal branding and communication, aligning teams with key campaigns and brand initiatives.

Apply if you have:

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field.
- 2-4 years of work experience in communications, corporate communications, or content creation.
- Proven skills in copywriting, creative writing, and social media management.
- Should be social media savvy.
- Excellent written and verbal communication skills, both English and Hindi are a must.
- Excellent creative writing and storytelling skills; able to independently craft compelling content.
- Ability to contribute creative ideas to breakthrough campaigns and support their execution.
- Attention to detail and lateral thinking; Strong project management skills with the ability to manage multiple priorities.
- Ability to collaborate with cross-functional teams and external partners across different regions.



Attributes to be successful in this role at Educate Girls:

- Passionate about girls' education and deeply aligned with our core values.
- Strong communicator with the ability to engage diverse audiences through compelling content.
- Resilient and adaptable, thriving in fast-paced, dynamic environments with multiple priorities.
- Committed to fostering a diverse and inclusive team culture with strong cultural sensitivity.
- Creative thinker with a problem-solving mindset and openness to new ideas.

Apply Now!

Join a mission-driven organisation making a meaningful grassroots change and global impact while leading and innovating in a fast-evolving digital landscape.

<https://forms.gle/Qh2mzEwYqoLCaPvu8>