



Manager – Communications

Department: Purpose and Resource Mobilisation

Location: Head Office, Mumbai

Level: Manager

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Information Links

www.educategirls.ngo

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

[2023 WISE Prize in Education](#)

[World's 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: Manager – Communications – Public Relations and Content

The **Manager Communications (PR & Content)** will lead global PR efforts, enhance brand visibility, and manage media relationships. This role includes creating high-quality content, overseeing PR teams, and ensuring consistency across communications. The manager will collaborate with leadership, support donor and stakeholder communications, and maintain alignment with Educate Girls' mission and branding initiatives.

Key Responsibilities:

1. PR and Stakeholder Communications:

- Develop and execute a global PR strategy to maximise Educate Girls' brand reach across media channels (print, digital, broadcast).
- Write, edit, and distribute high-quality content (press releases, op-eds, blogs, thought leadership) aligned with Educate Girls' mission.
- Build and maintain a media database of relevant journalists, bloggers, and influencers.

- Oversee and manage global, national and regional PR teams/agencies to ensure strategic media placement and long-term media relationships.
- Manage strategic communications for internal and external stakeholders, including donors, leadership, employees, government partners and community groups.
- Lead PR campaigns to build brand awareness, influence stakeholders, and support programs and fundraising.
- Monitor media coverage, analyse trends, conduct media audits, and adapt communication strategies as necessary to meet communication targets.
- Collaborate with leadership to ensure strategic representation and communication of Educate Girls and build capacity for spokespeople. Support spokespeople with event/media planning, messaging, and other related tasks.
- Develop and maintain key messages and provide support for events for internal and external stakeholders, and ensure consistency in communication across the organisation.
- Lead crisis management efforts, ensuring timely communication and implementing effective solutions.

2. Creative Writing and Content Delivery:

- Coordinate media visits and travel to gather success stories, photos, and videos for donor reporting and communications.
- Write blogs, contribute to research papers, and create content for Educate Girls' website, blog, presentations, brochures, and reports.
- Collaborate with teams to refine content strategies and identify new opportunities for sector-specific content.
- Work with regional teams and external vendors to curate impactful stories through written articles, videos, and photo essays.
- Lead content delivery and quality checks to ensure consistency in content across the organisation.
- Support ad-hoc donor communication requests, ensuring timely, high-quality delivery.

3. Others:

- Keep website and collateral information up-to-date.
- Coordinate updates to website, PR, and visuals with internal teams and external vendors.
- Ensure timely documentation and record-keeping.
- Support internal branding and align teams with key communication campaigns and brand initiatives.

Apply if you have:

- Graduate degree with a postgraduate diploma or degree in Mass Communication, Public Relations, Journalism, Marketing, or a related field.
- 5-7 years of relevant experience in journalism, public relations, corporate communications, or content creation.
- Demonstrate experience in media management and working with PR agencies.
- Active consumer of content and proficient in social media platforms.
- Excellent written and verbal communication skills, both English and Hindi are a must.



- Excellent creative writing and storytelling skills; able to independently craft compelling narratives and content.
 - Ability to conceptualise and execute breakthrough communication campaigns.
 - 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.
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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! <https://forms.gle/zy8NfKj5EMwfPPVL9>

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