



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](#)

[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 develop 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

This role, Associate – Communications, involves creating and curating content for donor communications, including stories, videos, and photos, to highlight Educate Girls' impact. You'll collaborate with internal teams and external agencies to ensure high-quality, brand-aligned content. The role involves managing communications primarily related to donors, maintaining content repositories, and supporting the delivery of content across various platforms. Frequent travel to program areas for content gathering is required. This role requires extensive collaboration with the Donor Management Team to ensure seamless donor reporting and communications.

Key Responsibilities:

1. Donor Communications and Branding:

- Curate and create high-quality content (success stories, testimonials, photos, and videos) for donor reports, showcasing the impact of Educate Girls' work.

- Develop written and visual content that highlights donor contributions through storytelling, such as presentations, impact videos, photo essays, and success narratives.
- Maintain a comprehensive repository of program content (photos, testimonials, videos, consent forms, and success stories) and ensure availability for quarterly donor reports.
- Collaborate with teams and travel to program areas to gather content, adhering to the donor reporting schedule and other communication projects.
- Collaborate with external agencies and internal teams to produce high-quality stories (including translations) and donor-specific content and multimedia, maintaining brand alignment and timely delivery.
- Collaborate with operations and function teams to gather insights and updates for donor communications.
- Edit and format quarterly and annual donor reports (QPR, APR, newsletters, blogs), ensuring alignment with donor expectations and deadlines.
- Ensure that all donor communications (including social media, collateral, reports, brochures and on-site branding) adhere to donor guidelines and are customised for each audience.
- Implement donor-specific communication strategies across various platforms, including donor geographies, the website, newsletters, and social media.

2. Content Delivery:

- Provide timely support for ad-hoc donor communication requests, ensuring content meets high-quality standards.
- Adapt quickly to changing priorities, collaborating with internal stakeholders (e.g., resource mobilisation and program teams) to meet deadlines and donor expectations.
- Streamline processes to ensure content is delivered to respective teams, customised to meet their needs.
- Provide support for other communication team-related tasks as required.

3. Others:

- Travel to program areas monthly to gather content and ensure timely documentation.
- Update donor logos, visuals, and collateral on the website in coordination with internal teams and external vendors.
- Ensure proper record-keeping and timely documentation of all communications.
- Support internal branding and communication efforts, 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.
- Excellent written and verbal communication skills, both English and Hindi are a must.
- Willingness to travel to program areas and work in field conditions to capture content.
- Proficiency in content creation tools (e.g., Canva, or similar tools) and video editing software (e.g., Premiere Pro, Final Cut Pro).
- Experience in managing donor communications or fundraising content is a plus.



- Strong understanding of branding and visual identity, with experience in ensuring consistency across multiple platforms.
- Excellent creative writing and storytelling skills; able to independently craft compelling content.

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/sQXy9KoFFDzJ936h6>

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