



Great  
Place  
To  
Work.<sup>®</sup>

Certified  
DEC 2025-DEC 2026  
INDIA

## Associate – Communications

**Department:** Purpose and Resource Mobilisation

**Location:** Head Office, Mumbai

**Level:** Associate

### APPLY HERE

Information Links

[www.educategirls.ngo](http://www.educategirls.ngo)

**Educate Girls receives the 2025, Ramon Award Magsaysay**

[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 an award-winning non-profit working to ensure that every girl in India's rural and educationally marginalised communities has access to quality education.

In 2025, **Educate Girls became the first Indian organisation to receive the Ramon Magsaysay Award, Asia's highest honour.**

Since 2007, we have partnered with state governments and local communities to identify out-of-school girls, support their enrolment and retention, and strengthen foundational learning for all children. Our second-chance program also helps adolescent girls and young women complete their Grade 10 and 12 educations while building life skills and agency.

With a network of more than 55,000 community volunteers, Educate Girls has enrolled over 20 lakhs girls and improved learning outcomes for over 24 lakh children across 30,000 villages in Rajasthan, Madhya Pradesh, Uttar Pradesh, and Bihar.

**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 India's largest 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.

## About the role:

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.



**In this role, you will be responsible for:**

### **Donor Communications Management and Coordination**

- Act as the primary link between Resource Mobilisation and Communications teams for all donor communication needs.
- Maintain a clear understanding of donor portfolios, supported geographies, programs, reporting cycles, and content expectations.
- Coordinate donor onboarding from a communications perspective, including understanding monthly or quarterly requirements and on-the-ground branding collaterals.
- Plan ahead for donor photo or video shoots and ensure branding requirements are met for quarterly reporting.
- Stay up to date on additional donor visibility requirements, including social media posts and other communication needs.

### **Story and Photo Collection, Review, and Quality Control**

- Review all stories, photographs, and videos received from the field to check alignment with donor expectations and quarterly reporting needs.
- Coordinate with field teams to collect missing details, clarifications, or additional photos when required.
- Work with translation agencies to translate stories from Hindi or other vernacular languages into English, while retaining the original meaning and nuance.
- Edit and adapt stories for different communication outputs, including donor reports, social media posts, blogs, newsletters, and media pieces.
- Ensure all donor-facing stories and visuals meet basic quality, consent, and safeguarding requirements.

### **Content Planning, Travel, and Repository Management**

- Plan content collection to ensure a steady pipeline of stories and visuals beyond immediate donor requirements.
- Make regular field visits to collect stories, photographs, and videos aligned with donor and communications needs.
- Build and maintain a structured repository of stories, photographs, and videos for donor reporting and broader communications use.
- Maintain content trackers and calendars to manage timelines and reporting cycles across different donors.
- Support the Communications team by sharing ready-to-use stories and visual assets as and when required.

### **Others**

- Draft SEO-focused blogs for the organisation's website, based on field stories and programs.



- Brainstorm creative ways to present stories through words, visuals, audio, video, or illustrations.
- Create PowerPoint presentations and pitch decks and contribute to other communication needs.

#### **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.

#### **Communication and Soft Skill:**

- 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.

#### **Education Background:**

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field.

#### **Preferred Work Experience:**

- 2-4 years of work experience in communications, corporate communications, or content creation.

**Apply Link** - <https://forms.gle/HVaSTMNinzYk2DLL8>