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Certified
DEC 2025-DEC 2026
INDIA

Communications Manager

Department: Communications

Location: Lucknow

Level: Manager

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Information Links

www.educategirls.ngo

[Educate Girls receives the 2025 Ramon Magsaysay Award](#)

[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 Manager – Regional Communications will lead and execute Educate Girls' regional communications and media strategy across multiple states, with a strong focus on Hindi and vernacular media. The role is responsible for building and managing state-level media relationships, driving regional visibility, coordinating closely with state teams and Head Office, and ensuring consistent, high-quality brand representation and communications. This is a hands-on role requiring frequent travel, strong field engagement, and end-to-end ownership of regional communications outcomes, including internal and stakeholder communications and media relations.



Areas of Responsibility

1. Communications Strategy & Leadership

- Execute Educate Girls' communications strategy in coordination with the Head Office, with a strong focus on expanding regional reach and influence.
- Strengthen and safeguard the organisation's brand image, narrative, and positioning across regional, state, and national stakeholders, across states and regions with Educate Girls' presence.
- Ensure consistency in messaging and storytelling across all communication channels and regions.
- Review and guide state-level communication campaigns, donor communications, and outreach efforts.
- Support periodic brand audits, perception studies, and positioning exercises among internal and external stakeholders, including Team Balika.

2. Enhanced Media Relations & PR

- Lead and execute a proactive, relationship-driven media strategy to deepen Educate Girls' presence across regional, state, and vernacular media.
- Build Educate Girls' reputation as a credible, go-to voice on girls' education among regional journalists and opinion platforms.
- Build and sustain long-term, trust-based relationships with editors, bureau chiefs, senior reporters, and producers across print, digital, and broadcast platforms.
- Develop a robust regional media database and engagement calendar, ensuring regular, relevant, and timely interactions with key journalists.
- Identify and cultivate earned media opportunities, including features, op-eds, interviews, expert quotes, and editorial partnerships.
- Pitch compelling, localised story ideas that connect grassroots impact with broader education and policy narratives.
- Act as the primary point of contact for regional media, managing inbound media queries, interview requests, and briefing materials.
- Prepare spokespersons with clear key messages, media briefs, and talking points tailored for regional contexts.
- Monitor media coverage and sentiment, track regional visibility, and use insights to refine messaging and outreach strategies.
- Ensure all media engagements align with brand guidelines, organisational values, and risk-management protocols.
- Support state teams with their communication and campaign requirements by guiding state teams, directing needs and assigning resources.

3. Brand Governance & Alignment

- Demonstrate deep understanding of Educate Girls' brand and communications guidelines.
- Build internal capacity by training state teams on brand, messaging, and communications protocols.



- Monitor and ensure adherence to branding standards across all regional and state-level outputs.
- Align all regional media and PR activities with agreed brand and messaging frameworks.
- Coordinate with and manage agencies and vendors to carry out communication and media Strategy Digital & Social Media Engagement
- Oversee engagement on Team Balika and Pragati digital platforms, including social media and digital campaigns
- Leverage digital channels to amplify regional stories, local impact, and field-level voices.
- Use platforms strategically for recognition, motivation, and community-building among Team Balika, Field Coordinators, and Block Officers.
- Track and adapt to emerging digital and social media trends to enhance regional reach. Content, Publications & Storytelling
- Lead collation, curation, and editorial oversight of stories from Learners, Team Balika, Preraks and other beneficiaries across regions to support stakeholder and donor communications.
- Ensure timely design, production, printing, and dissemination of newsletters and regional communication materials along with other internal communication needs.
- Oversee translation and localisation of content into regional languages while maintaining message integrity.

6. Print, Production & Vendor Management

- Identify and manage regional vendors for high-quality, cost-effective print and production needs.
- Oversee production timelines, quality control, and distribution of communication materials across districts.
- Maintain inventory and asset tracking for communications collaterals.

7. Operations, Budget & Coordination

- Coordinate closely with Communications, Operations, Program, and Support Functions to enable seamless execution across regions and states the organisation operates in.
- Represent the Communications function in management meetings, state reviews, and field engagements.
- Serve as the primary liaison for regional and state-level communications stakeholders.

Education Background

- Postgraduate degree in Hindi, Journalism, Marketing, Communications, or Social Sciences.

Work Experience

- Minimum 5–7 years of experience in communications leadership, media relations, or PR roles.
- Demonstrated success in building regional media presence and managing vernacular press.
- Strong expertise in Hindi as the primary medium of communication; familiarity with regional languages is an advantage.
- Experience in the development or education sector preferred.



Skills Set

- Exceptional Hindi writing, editing, and verbal communication skills.
- Strong understanding of regional media ecosystems and PR dynamics.
- Strategic storyteller with the ability to translate grassroots impact into compelling narratives.
- Proven leadership, team management, and stakeholder engagement capabilities.
- Excellent project management, organisational, and deadline management skills.
- High levels of initiative, creativity, and professional judgment.

Apply Link : <https://forms.gle/668niW1DZvAcCnXD6>