

OPEN POSITION · MUMBAI, INDIA

# If you are looking for a *'job'*, this isn't for you.




If you are interested in architecting how India & the world perceives Girls Education — we have something for you.

- First Indian Org · Ramon Magsaysay Award 2025

- First Asian Org · TED Audacious Project

WE ARE HIRING

## Manager — Brand Communications

-  Mumbai-based · Field, National & Global scope
-  5+ years experience in brand or creative strategy
-  Reporting to Lead Communications & partnering with Senior Leadership

[Express Your Interest →](#)



THE IMPACT

**A brand with nearly two decades of trust, global recognition, and proven impact — with a new ambition.**

**2.2M+**

Out-of-school girls brought back to education since 2007

**55K**

Community volunteers mobilised across rural India



APPLY NOW

**2.5M+**

Children with improved learning outcomes

**10M**

Learners to reach in the next decade across 12 states

THE CONTEXT

**Educate Girls is at an inflection point.**

After 18 years of ground-up work in Rajasthan, Madhya Pradesh, Uttar Pradesh, and Bihar — governments, global donors, and mainstream media are paying attention.

That attention creates a rare and urgent need: a brand that can hold village realities and global ambition at the same time. One that can walk into a rural school in Bihar and a donor room in New York and mean the same thing.

The organisation is now entering a new phase of impact — moving with momentum into a bold next chapter across 12 states.

#### WHAT THIS ROLE DEMANDS

## You'll build — not maintain. Define and lead.

- 01** Define how Educate Girls shows up to the world — across every audience, format, and platform.
- 02** Bring order to a growing ecosystem of programs, partnerships, and platforms.
- 03** Move continuously between strategy and execution without losing either.
- 04** Take the brand from good to great — not from zero to one.

#### THE BRIEF

## Objective

Build a brand that carries the weight of 18 years of work and the ambition of the next 10 — with **clarity, consistency, and strength** across every audience and format. Architecting how 'Girls Education' is perceived.

## Audience

Village communities. National governments. Global philanthropists. International platforms. Media. **All of them. At once.**

## Timeline

This decade. The 10-million learner goal is not a dream. It is a plan in motion. **Your work accelerates it.**

# Reporting to

Reporting to Lead Communications and partnering with Senior Leadership. **High visibility, real mandate** — no middle layers between you and the work that matters.

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## What You Will Build

01 —

### **Brand Direction**

Define how Educate Girls looks, sounds, and carries itself across the next phase. Shape identity decisions, not just executions.

02 —

### **Brand Architecture**

Bring clarity to a growing portfolio — parent brand, program brands, allied entities — so each one strengthens the whole.

03 —

### **Creative Quality**

Raise the standard across reports, films, donor materials, campaigns, and public-facing work. High craft is non-negotiable here.

04 —

### **Brand Presence**

Shape partnerships, events, and public platforms that build recall and widen reach — nationally and globally.

05 —

### **Brand on the Ground**

Make the brand hold across field offices, state teams, digital platforms, and major events. Consistency is part of the product.

## THE CANDIDATE

### Who this is for ✓

- ✓ 5+ years in brand management, communications, creative strategy, or closely related work — from nonprofits, companies, agencies, studios, startups, media houses, or consumer brands.
- ✓ Track record shaping brand identity across channels, audiences, and formats — not just managing guidelines.
- ✓ Strong visual + editorial judgment — you can brief a designer, direct a film, and edit a report with equal confidence.
- ✓ Excellent English — written and verbal. Hindi is a meaningful advantage in this context.
- ✓ The confidence to make decisions, hold standards, and push back when quality is at risk.
- ✓ Genuine interest in what Educate Girls does. You'll feel it in this work every single day.

### Who this is not for ❌

- ✗ If you need rigid briefs for everything — you'll find this frustrating.
- ✗ If "good enough" ships often — the bar here is high craft, non-negotiable.
- ✗ If brand = logo + colours in your mind — the scope here is far broader and more strategic.
- ✗ If you've only worked for brands people buy, and aren't ready to build one that changes lives.

*"You've spent your career on brands people buy. Imagine spending the next*

*chapter on one that changes lives."*

THIS IS THAT ROLE. IF YOU'RE READY FOR IT.

# 10 million learners. 12 states. A *global stage.*

The scope is real. The credibility is already there. The canvas is unlike anything most brand professionals will ever be trusted with.

EXPRESS YOUR INTEREST →

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



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