


# Consultant - Communication

**Department: TAU - Operations**
**Level: L5**

**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 marginalized 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

## Scope of work:

The Consultant - Communications will support the strategic communication, outreach, advocacy, design, and knowledge management efforts of the Technical Assistance Unit (TAU) in Rajasthan. The role will focus on amplifying programme impact, strengthening stakeholder engagement, and translating programme evidence and field-level experiences into compelling communication products, visually engaging designs, and knowledge resources. The consultant will work closely with programme teams, government stakeholders, and relevant partners to enhance the visibility, outreach, and effectiveness of initiatives focused on girls' education and women's empowerment in Rajasthan.

**Strategic Communications & Advocacy:** Develop and implement a state-level communication strategy to amplify the program's impact, share success stories, and advocate for girls' education and women's empowerment. Create powerful communication collateral for diverse audiences, including newsletters, fact sheets, brochures, PowerPoint presentations and Support advocacy efforts by developing evidence-

based communication packages (including data, case studies, and policy briefs) for engagements with government officials and other stakeholders.

**Design & Develop community mobilization materials** (e.g., posters, flyers, street play scripts) in local languages to raise awareness about the importance of girls' education and available government schemes and manage content for state-specific digital platforms (if any), such as WhatsApp groups, social media platforms to spread awareness and enhance outreach efforts.

**Resource Development:** Lead the end-to-end design, development, and finalization of comprehensive technical resources, including:

- **Academic Modules:** Subject-specific modules and self-learning materials for open school learners (State Open Schools) to facilitate second-chance learning.
- **Training Handbooks & Guidebooks:** Create detailed handbooks for field staff, volunteers, and government counterparts on program implementation, pedagogy, and community mobilization.
- **Gender-Sensitive Content:** Ensure all learning and training materials incorporate a strong gender perspective, promoting girls' education and women's empowerment.

**Documentation & Knowledge Management:** Systematize and maintain a repository of program documents, success stories, case studies, and best practices to support organizational learning and reporting.

**Training Delivery & Capacity Building:** Conduct engaging and effective training sessions, workshops, and ToTs (Training of Trainers) for community volunteers, and government functionaries on gender and government scheme implementation.

**Strategic Government & Institutional Communications:** Develop communication briefs, speaking points, background notes, and presentations for senior government officials and stakeholder engagements. Support strategic positioning of programme initiatives and achievements within government platforms, policy discussions, and advocacy forums.

**Impact Storytelling & Advocacy:**

- Document compelling learner journeys, human-interest stories, case studies, and field-level innovations highlighting programme outcomes and impact.
- Translate programme data and field insights into evidence-based narratives and advocacy materials for diverse stakeholders.

**Digital Communications & Multimedia:** Develop digital content, including infographics, short videos, reels, and digital stories to enhance programme visibility and outreach. Coordinate with creative professionals for the development of multimedia communication products and track digital engagement and outreach metrics.

**Policy Advocacy & Knowledge Translation:** Develop policy briefs, thematic learning notes, and discussion papers translating programme evidence and research findings into actionable recommendations. Support dissemination of programme learnings and policy recommendations through stakeholder consultations, workshops, and relevant forums.

**Editorial Quality, Event Communications & Brand Management:**

- Ensure consistency, accuracy, and quality across communication products through editorial review, proofreading, and adherence to organizational and government branding guidelines.
- Ensure communication materials are gender-sensitive, culturally appropriate, accessible, and aligned with safeguarding and informed consent protocols.
- Develop communication plans and materials for programme events, government consultations, workshops, and advocacy initiatives.
- Document key discussions, outcomes, and achievements through event reports, photographs, success stories, and post-event communication products.

**Monitoring, Evaluation & Reporting:** Establish and maintain a structured repository of approved communication materials, programme resources, success stories, and knowledge products. Collaborate with the M&E team to document outcomes, integrate and analyse data and assist in preparing high-quality internal, government, and donor reports.

## Minimum Qualifications, Experiences and Expectations

- Master's degree in Extension & Communication, Mass Communication, Social Work, Development Studies, Rural Management, or an equivalent discipline.
- Minimum 5-7 years of relevant experience in strategic communication, content development, resource design, outreach campaigns, training, and capacity building within the development sector.
- Proven experience working with government development initiatives, particularly in girls' education, women's empowerment, and gender equality.
- Experience working with NGOs or social sector organizations in Rajasthan, particularly in girls' education, open schooling, women's skilling, and livelihoods.
- Demonstrable experience in developing engaging communication materials, advocacy content, case studies, success stories, and knowledge products, with a strong understanding of gender perspectives.
- Excellent writing, editing, and verbal communication skills, with the ability to translate programme data and field insights into compelling narratives.
- Proficiency in design and content development tools such as Canva, Adobe InDesign, Illustrator, Photoshop, or equivalent tools.
- Experience in digital communications, social media content development, and multimedia-based outreach would be an added advantage.
- Willingness and ability to undertake extensive travel to remote locations across Rajasthan and other states, as required, and work under pressure.
- Fluency and proficiency in Hindi and English is essential.

## Attributes to be successful in this role at Educate Girls:

- Passionate about the cause & align with our Core Values
- Proven ability to translate complex concepts into clear, user-friendly, and impactful educational resources.
- Strong understanding of the open school system, academic development needs of out-of-school girls, and the women's empowerment landscape in Rajasthan.
- Excellent facilitation, presentation, and interpersonal skills, with the ability to engage and train diverse groups.
- High attention to detail, creativity, and excellent organizational skills for managing multiple resource development and training schedules.

- Self-motivated, adaptable, and able to work effectively in challenging field conditions.

## Travel Requirement

- Be readily available for extensive travel (May go up to 50% of time) to remote locations across Rajasthan as per programme requirements.