



# Associate, Communications, Pratham & ASER Centre

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## About Pratham

Pratham was founded in 1995, to provide pre-school education to children in Mumbai slums. Over the last 20 years Pratham has grown to be India's largest NGO working to provide quality education to underprivileged youth and children in 23 states and union territories across the country, with a range of interventions.

Pratham is a widely recognized organization, having received notable awards such as the WISE Prize for Innovation, Skoll Award for Social Entrepreneurship, the Henry R Kravis Prize in Leadership and the CNN-IBN Indian of the Year for Public Service. For more details, refer to [www.pratham.org](http://www.pratham.org)

## About ASER Centre

Every year since 2005, Pratham has facilitated an innovative exercise: that of implementing the Annual Status of Education Report (ASER). This enormous annual task engages citizens across the country in understanding and tracking children's ability to read and do basic arithmetic. It is the largest household survey of children conducted in India by citizens' groups.

ASER Centre was established in January 2008 as a specialized, independent unit within the Pratham network. Its twin objectives are to continue to implement ASER, related assessment and research projects in the social sectors, and to build the capacity of individuals and organizations across the country to undertake similar initiatives. For more details, see [www.asercentre.org](http://www.asercentre.org)

## Associate, Communications – Job Description

### ***About the Unit:***

The Communications team works to supplement activities carried out by Pratham and ASER Centre. The team is currently in the process of broadening the communications strategy of the organization that will allow for a stronger media presence, online communication, etc. in the coming year.

Creating attractive and varied written and visual material for internal and external communication, as well as for social media, brochures, filmmaking, and media dissemination is the core of the work envisaged. The team has also recently ventured into social media, for awareness-building purposes. This presence is growing at a rapid pace and requires dedicated management.



Other work responsibilities include supporting other units with writing and documentation work, donor communications management and internal communication activities.

***Scope of Work:***

The Associate will assist the communications team in carrying out the tasks of conceptualising, planning and implementing the organisation's internal and external communications. The main tasks will be to:

- Manage day-to-day internal communication activities of Pratham and ASER Centre
- Assist in creating, designing and printing branding tools including posters, brochures and invitations, etc.
- Manage donor relationship as well as fund raising activities.
- Document the different programs, understanding how Pratham impacts children and youth and write case studies on these beneficiaries.
- Assist with donor communications, including reports, newsletters, announcements, etc.
- Script writing for videos
- Assist the unit in organizing events and advocacy campaigns for Pratham or ASER Centre
- Undertake other duties within the organisation as may be required from time to time

## **Desired Qualifications and Experience**

***Required:***

- Working knowledge of Microsoft office tools
- Sound oratory and writing skills
- Knowledge of Photoshop and other multi-media editing tools
- Be able to work fluently in at least one Indian language
- Willing to travel extensively anywhere in India (especially rural India), if and when required
- Ability to work well in teams
- Ability to organize and manage multiple tasks efficiently
- Strong work ethic and attention to detail

***Preferred:***

- Relevant experience in the non-profit sector
- Ability to communicate in one or more regional languages
- Experience living and working in a developing country



## Application Process

Email the following to [prmrecruitment@pratham.org](mailto:prmrecruitment@pratham.org) and mention 'Application for position of Associate, Communications' in the subject line. Note that only shortlisted candidates will be contacted.

### 1. Current Resume: Resume should contain

- Contact Information for Applicant
- Academic Background
  - Universities Attended, Degrees Acquired
  - Academic Record (Marks or GPA, if applicable)
  - Past work experience, highlighting relevant skills
  - Relevant Coursework: List Courses in Development, Management, and Education
  - Experiences in development, teaching and/or education (if applicable)
  - Languages Spoken

### 2. Statement of Purpose (500 Words)

*For additional queries, contact Devyani Pershad at +91-11-41651638 between 11:00 am to 5:00 pm.*