

## Communications Associate, Pratham Education Foundation

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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 over 20 states 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)

### Job Description

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

The Communications team works to supplement and communicate activities carried out by Pratham Education Foundation. 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.

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

#### ***Scope of Work:***

Pratham is looking to hire a talented and versatile communications associate to work closely with teams across Pratham to support overall communications tasks. The key responsibilities of the communications associate will include, but not be limited to, the following:

- Documentation of different programs and key initiatives across the organization
- Copy editing for publications like brochures, annual reports and other editorials
- Support for donor communications which includes, reports, newsletters, announcements
- Conceptualizing creative ideas for communications strategies and content
- Internal Communications support
- Building marketing collateral and creating promotional materials for multipurpose use
- Build capacity of program teams to contribute to overall communications effort and repository for the organization
- Travel across program areas to gather content and understand programming on an ongoing basis

## Desired Qualifications and Experience

### **Required:**

- Appropriate qualification in communications or marketing
- Proven working experience in writing, creative productions and marketing
- Working knowledge of social media, basic design software and photo editing
- Strong writing skills in English
- Strong communications skills in English and Hindi
- Creative and storytelling skills

### **Preferred:**

- Strong portfolio with experience of having worked in communications and marketing for the non-profit sector
- Experience living and working in a developing country

## Application Process

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

### **1. Current Resume:** Resume should contain

- Contact Information for Applicant
- Technical Background
  - Universities Attended, Degrees Acquired
  - Past work experience, highlighting relevant skills
  - Relevant Coursework: List Courses in Communications, Technical applications
  - 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.*