

## Content Associate– Hybrid Learning Program

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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 21 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)

### The Hybrid Learning Program

The Hybrid Learning program is a tablet based digital intervention for children between the age group of 9-14. It is a community based intervention operational in 400 villages of Maharashtra, Uttar Pradesh and Rajasthan, scaling to 1000 villages in August. The program encourages learners to chalk their own learning pathways. Groups of children are given access to high quality content in local language and relatable context, made available offline on tablets, without requiring the mediation of schools or teachers. The aim of the program is to make learning fun, interesting and useful while integrating technology with activity oriented learning.

### Associate – Job Description

The Associate position in the Content group offers young, motivated, energetic people the opportunity to be an integral part of Pratham's work across the country. Via extensive field visits for piloting, testing and implementing of content, the posting will impart a comprehensive grasp of field issues in education in India. The Associate's role will consist of:

- **Scripts for video-based English learning aids:** The main focus of Hybrid Learning English team is conversational English. At its core is the Angrezi Bolo series of videos with the syllabus mapped to the Common European Framework for Language Learning. These short videos consist of children engaging in simple English conversation. The Associate will ideate and create scripts for these video-based learning aids.
- **Shooting videos with children:** The Angrezi Bolo videos have been shot at our project locations with rural children. The Associate has to choose characters and locations from these villages prior to shooting. Associate has to help children understand and learn their dialogues. During the course of shooting, the Associate has to coordinate with the camera team to help children remember their dialogues and deliver their dialogues with proper facial expressions and gesticulations.
- **Post production tasks:** With the completion of shooting, the Associate has to coordinate with other teams for scripting and recording of any voice-overs. The Associate is responsible for rigorous quality check of these videos, checking for errors, usage of correct footages, etc.

- **Development of supplementary materials:** During the course of the intervention, supplementary material such as reading cards, activity sheets and (digital) games would be required, to supplement the videos deployed. The associate shall develop these supplementary materials and also ideate on new games and formats.
- **Implementation tasks:** The Associate has to coordinate with field staff over proper implementation of project strategies. As a part of the feedback loop, the Associate has to analyze trends of viewership of these videos, usage of the app and device and must be able to reinvent oneself to be able to come up with newer, creative ideas & strategies

Associates will be based in Delhi but will be required to travel extensively.

## Desired Qualifications and Experience

### Required:

- 1-3 years prior work experience in a similar role in private sector firms, NGOs or foundations
- Willingness to travel regularly and extensively in rural areas of India, with limited amenities
  - Ability to build rapport with people from various different academic, socio-economic and cultural backgrounds
- Ability to communicate in Hindi
- Excellent written and oral communication skills in English
- Ability to work well in teams
- Self-motivation and pro-activeness
- Ability to organize and manage multiple tasks efficiently
- Keeping oneself constantly updated on the broader educational context in assigned states and in India
- Willingness to commit to at least 2-3 years of work with Pratham

## Application Process

Send the following to [digital@pratham.org](mailto:digital@pratham.org) (early applicants will be given preference) and mention 'Application for the position of Content Associate – H-Learning Program' in the subject line, with the following attachments:

### 1. Current Résumé: Résumé should contain:

- Contact Information for Applicant
- Academic Background, universities attended/degrees acquired
- Academic Record (Marks or GPA)
- Past work experience, highlighting relevant skills
- Experiences in development, teaching and/or education (**if applicable**)
- Languages Spoken

### 2. Statement of Purpose (300 Words)