

Associate - Media and Collaborations

Pratham Digital

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

About Pratham Digital Content

Pratham Digital has produced over 1700 videos and 200 learning games in the last few years. These resources can be viewed on www.prathamopenschool.org.

These resources have been deployed and monitored in many rural and urban communities. With each passing year, this repository of content - videos, games and applications has grown to cater to the interests and engagement of children.

Translating videos into 11 regional languages helped us become relevant and accessible to learners in all states. Moving forward we are planning to create a mass dissemination mechanism where with the help of content repository, parents and learners can take necessary content on to their android devices.

In this effort to make engaging content reach learners across India, Pratham has been actively collaborating with youth driven start-ups, content creators and interest groups.

Media and Collaborations Associate – Job Description

We are looking for an creative person to join our team. As a Media and Collaborations Associate, you will be responsible for supporting the timely creation of content, publishing on content platforms and managing the content collaborations for the Pratham Digital Interventions.

- Ensure timely update of the content on platforms – YouTube and Website.
 1. Featured Channels
 2. Playlists
 3. Description

Be updated on the new tools needed to build and maintain a learning driven channel on YouTube

- Engage with audience on YouTube to identify content creators and learners.
- Drive feedback from online platforms into the content creation process.
- Create and manage exciting campaigns on YouTube to ensure engagement is intact.
- Support collaborations and partnerships with content creators.
- Create systems and channels that can be utilized for increase reach and mass dissemination of content.

Desired Qualifications and Experience

Required:

- Technical Skills: Social Media Analytics and Content Writing
- Work Experience: 1-year work experience in content writing/ graphic design/ social media management, is preferred.
- Ability to build rapport with people from various different academic, socio-economic and cultural backgrounds
- Ability to communicate
- Ability to work well in teams
- Self-motivation and pro-activeness
- Ability to organize and manage multiple tasks efficiently

Application Process

Send the following to digital@pratham.org (early applicants will be given preference) and mention 'Application for the position of Associate- Media and Collaborations' in the subject line, with the following attachments:

1. **Current Résumé:** Résumé should contain:

- Contact Information for Applicant
- Academic Background, universities attended/degrees acquired
- Past work experience, highlighting relevant skills
- Languages Spoken

2. **Portfolio of previous work (optional)**