

Digital Equalizer Program Support - Communications Manager

Position: Program Support - Communications Manager

Program: Digital Equalizer

Location: Gurgaon /Delhi

Background:

The American India Foundation is committed to catalyzing social and economic change in India, and building a lasting bridge between the United States and India through high-impact interventions in education, livelihoods, public health, and leadership development. Working closely with local communities, AIF partners with NGOs to develop and test innovative solutions and with governments to create and scale sustainable impact. Founded in 2001 at the initiative of President Bill Clinton following a suggestion from Indian Prime Minister Vajpayee, AIF has impacted the lives of 5.6 million of India's poor. Learn more at www.AIF.org

About the Program

Digital Equalizer (DE) utilizes technology to bridge the educational and digital divide in India by transforming under-resourced schools into dynamic places to teach and learn through collaborative, project-based learning.

DE is implementing IBM STEM for Girls program in Rajasthan, Punjab and Haryana with the objectives to:

- Leverage coding as a tool to build critical 21st century skills and agency in girls across the country
- Work with state governments and education departments to not just support but advocate for the program in schools.
- Build capacity of the ecosystem - Include teachers and principals as key players in the program - who eventually own and run the program in their respective schools

Key Responsibilities:

The Communications Manager will be responsible for supporting key communications functions for IBM STEM for Girls Program through managing content and serving a key role in communications operations. The Communications Officer is instrumental in both producing and collecting dynamic content through photos, videos, and compelling stories about how AIF is transforming lives. This position requires a creative outlook, the ability to produce and coordinate content on tight deadlines, and the maintenance of complex systems and schedules. Those with a strong background in social media, multimedia production and/or international development will be given preference.

The responsibilities include, but are not limited to:

- Assist in the creation of and be responsible for executing and managing a multi-channel online and social media strategy to drive the IBM STEM for Girls Program
- Collaborate with internal and external stakeholders to conceptualize and execute compelling social and digital campaigns, including planning and distribution of multimedia content such as podcasts and videos.
- Measure, analyze, and document success and impact of Program, social media pages and campaigns. Develop goals and metrics to measure analyze, and optimize effectiveness of digital strategy via web analytics.
- Research online campaign opportunities for AIF to participate in, and implement those campaigns to raise funds and awareness

- Assist the DE Director and Senior Program Manager with processes and systems for operational efficiency, such as regular program data reports/dashboards, AIF's Knowledge Management System, and photo library
- Collect quantitative and qualitative information, working closely with AIF program teams
- Develop and manage database of case studies and stories collected from the field (including photo and video), and streamline process to make content available widely across the organization for diverse uses
- Write and/or assist in preparation of reports for various uses

Qualifications and Experience:

Masters degree in Communications/Media with knowledge of Mass Communication desirable with 5-6 years of relevant experience.

Skills and Competencies:

- Must have worked in an agency environment for 5-6 years in the client servicing role.
- Around two years of Corporate Communications experience in the corporate is desirable
- An ability to make the linkage between field programming and the creation of communication messages for various stakeholders
- Passion for social justice and the development space
- An understanding and commitment to the cause of the empowerment of women and girls from poor and marginalized communities in India
- Creative bent of mind
- Strongly clued into the digital space

Reporting: The position will report to Senior Program Manager.

Other: Salary commensurate with experience. Initially contract shall be issued till May 2020, which shall be renewed on yearly basis thereafter, on the basis of performance.

Position Availability: Immediately

Application Process: To apply for this position, send your CV and covering letter describing how you meet the specifications for this role and what you bring to it to derecruitments@aif.org with subject line "**Communication Manager**".

Deadline for applications: **28th Feb 2020**

Only applications of shortlisted candidates will be acknowledged.