

American India Foundation (AIF) **Content Creator**

Position – Content Creator

Project – **Engage With Science** - Vigyan Prasar under Department of Science & Technology

Location – Delhi NCR

Background:

The American India Foundation is committed to improving the lives of India's underprivileged, with a special focus on women, children, and youth. AIF does this through high impact interventions in education, health, and livelihoods, because poverty is multidimensional. AIF's unique value proposition is its broad engagement between communities, civil society, and expertise, thereby building a lasting bridge between the United States and India. With offices in New York and California, twelve chapters across the U.S., and India operations headquartered in Delhi NCR, AIF has impacted 6.7 million lives across 26 states of India. Learn more at www.AIF.org.

About the Project:

AIF has partnered with IBM and the Department of Science and Technology (DST) with an aim to serve India's science popularization agenda under DST, Government of India. **Engage With Science** is an interactivity platform that will be built on top of the India Science OTT platform by **Vigyan Prasar**, an autonomous organisation of the **Department of Science and Technology** in collaboration with **IBM**. The platform's intent will be to engage with school students of India and senior scholars and academics subsequently and make them interact, participate and get involved with the sampling and active consumption of Science and Technology content on **India Science** (www.indiascience.in) through usage of technology tools. American India Foundation will be implementing the project with the support of IBM.

Key Responsibilities:

The Content Creator will be responsible for communications and outreach for the **Engage With Science** project. They will create blogs, audio and visual content, while coordinating with creative agencies for branding, printing and other printing related tasks. The Content Creator will be responsible for managing the Facebook page and other social media handles for the project.

The person selected for this position may be required to travel on short-notice and work beyond working hours. AIF is looking for a hard-working individual, who can go above and beyond their role for this position.

The responsibilities include, but are not limited to:

- Writing, reviewing, and editing text as well as video content for social media for the project.
- Managing social media for the project, including handling and updating the Facebook page.
- Analyze OTT Platform's data on student engagement and other aspects of the project.
- Work closely with the communications team to ensure social media outreach and advocacy.
- Coordinate with creative agency for branding, printing and dispatching.

- Coordinate with other internal teams to streamline content for the project.
- Support in research and analysis, and help teams build progress reports and presentations.
- Create written and visual content, including presentations and videos.
- Assist knowledge partners and teams in creating knowledge resources for the project.
- Assist in ideating and organizing activities and conduct workshops.

Qualifications and Experience:

Graduation from a recognized University in a Science subject and a PG Degree/Diploma in journalism or Advertising. Minimum 4-6 years of work experience preferably within the communications / media or advertising industries. Experience of working with or dealing with Ed-Tech sector will be a distinct advantage. Candidates with experience in video content production will be given preference.

Skills and Competencies:

- 4-6 years of work experience in the communications / media or advertising industries. Experience of working with or dealing with Ed-Tech sector preferred.
- Experience in copywriting, video promos and communication and outreach is desirable.
- An analytical bent of mind, with a flair for creativity and out-of-box thinking.
- A deep interest in science is required and background in the same will be an added advantage.
- An understanding of the Ed-Tech space and the education sector is preferred.
- Excellent written and verbal communication skills.

Reporting: The position will report to the Engagement Manager.

Other: Salary commensurate with experience. Initially, contract shall be issued till March 2021, which shall be renewed on yearly basis thereafter, based on their performance.

Position Availability: Immediately

Application Process: To apply for this position, send your CV and covering letter describing your suitability for the role derecruitments@aif.org with the subject line “**Content Creator (VP)**”.

Deadline for applications: **23rd November 2020**

Only applications of short-listed candidates will be acknowledged.