

American India Foundation (AIF)

Engagement Manager

Position – Engagement Manager

Project – **Engage With Science** - Vigyan Prasar (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 Engagement Manager will be responsible for implementing the **Engage With Science** project in multiple states. He/She will coordinate with the Vigyan Prasar team on a real-time basis and with all the major stakeholders involved as may be necessary and take on ideation as well as execution responsibilities, with a sense of ownership. The Engagement Manager will also be responsible for conducting events (both online and offline), video content creation and outreach activities.

The responsibilities include, but are not limited to:

Project Management:

- Plan and execute an effective project management and engagement strategy.
- Coordinate with external stakeholders to implement the project.
- Manage the team responsible for implementing projects under the project across states.
- Coordinate with knowledge partners and creating knowledge resources for the project.
- Work closely with Monitoring and Evaluation team to ensure tracking and reporting of project activities and identifying development areas within the project.

- Document project activities and progress in research reports and presentations.
- Analyze OTT Platform's data on student engagement and other aspects of the project.
- Supervise administrative tasks, as well as the data and expenses of the project.

Communication and Outreach:

- Ideate and conduct workshops and other activities for the project.
- Nurture a strong working relationship with key stakeholders involved in the project.
- Create a communication and advocacy plan, and a social media plan for the project.
- Coordinate between the project team and the AIF team for clear communication and timely achievement of deliverables.
- Build capacities of the facilitators and improve engagement of students in the project.
- Conduct research for identifying gaps and solutions for the project.

Qualifications and Experience:

Graduation/Post-graduation from a recognized university. Preference will be given to suitable candidates with a Science background. Minimum work experience of 8-10 years in strategic communication or client activation or television advertising. Experience in commercial video production or promo production will be an advantage. Candidates with experience in the ed-tech sector will get preference.

Skills and Competencies:

- 8-10 years of work experience in the ed-tech/advertising sector or in a communications role.
- At least 4 years of experience preferably in a Project Management or Project Lead role.
- Background in communication/advertising is required for this position.
- Fluency in technology and understanding of Ed-Tech is required.
- A scientific temperament, with a background in science is highly preferred.
- Strong leadership skills with a passion for social justice and the development space.
- Out-of-box thinking and a can-do attitude is essential for this position.
- Problem-solving and analytical bent of mind, with a flair for creativity.
- Excellent written and verbal communication skills.

Reporting: The position will report to the Zonal Head (North).

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 "**Engagement Manager (VP)**".

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

Only applications of short-listed candidates will be acknowledged.