

**American India Foundation (AIF)**  
**Consultant - Communications and Advocacy (Livelihoods)**

**Position** – Consultant - Communications and Advocacy (Livelihoods)

**Program** - Livelihoods

**Location** - Delhi/NCR with travel across India

**Position Type** – Contractual

**Duration** – 1 Year

### **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](http://www.AIF.org)

### **About the Livelihoods Program**

AIF works closely with the public and private sector to create inclusive and sustainable livelihoods for individuals, families, and communities across India with a long-term goal of equalizing the informal and formal sectors to provide equitable opportunities for all citizens.

**The Market Aligned Skills Training (MAST)** provides underprivileged youth with skills training and access to formal employment opportunities. It addresses the systemic imbalance between millions of the country's disadvantaged youth lacking education and basic skills, and its growing industries in need of a skilled workforce. Working closely with employers, to develop market-aligned curricula that meets the need of the industry across the country, AIF provides a three-month vocations training and workplace readiness program to underprivileged young people to empower them with the knowledge and skills needed for employment and success. MAST promotes increased participation of women in the workforce through appropriate skilling and gender mainstreaming. It also promotes entrepreneurship culture amongst women thus making it aspirational to the population at the bottom of the pyramid.

**Ability-Based Livelihood Empowerment (ABLE)** trains persons with disabilities in fundamental and specialized skillsets and facilitates their entry into the job market through a robust advocacy platform for disability inclusion, promoting inclusive growth in India. With specialized curriculum development for the visually impaired, hearing impaired and orthopedically impaired, the program combines assistive technologies and workplace solutions with career counselling while building capacity of NGOs across India to ensure equal opportunities for all persons with disabilities.

Cumulatively, both these programs have benefitted 1,40,840 individuals (as on 31<sup>st</sup> March 2020) with 1,02,675 having gained employment across 23 States of India. From among those benefitted, 41% are women and 16,167 (11%) are persons with disabilities.

## **Market Aligned Skills Foundation (MASF)**

AIF has initiated the Market Aligned Skills Foundation a Section 8 company, 100 % owned by AIF. The new company will house all of AIF's Livelihoods program gradually over the next few years. Director (Livelihoods) of AIF is the C.E.O of this company. The new Foundation has the following Vision and Mission.

### **Vision**

The Foundation envisions a world where poor and vulnerable communities have access to work opportunities and are empowered with decent and sustainable livelihoods.

### **Mission**

The Foundation leverages technology to provide knowledge, skills, and opportunities to vulnerable people, enabling them to secure jobs, manage enterprises, and make a decent living.

### **Key Responsibilities:**

Consultant Communications and Advocacy will be responsible for supporting key communications functions through managing content and serving a key role in communications operations. The Communications Manager 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:**

- Coordinating with AIF's Communication team for all Livelihoods Related Communication and Media Responsibilities.
- Assist in the creation of and be responsible for executing and managing a multi-channel online and social media strategy to communicate about the Program to external and internal stakeholders.
- Collaborate with internal and external stakeholders to conceptualize and execute compelling social and digital media campaigns, including planning and dissemination 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 Director Livelihoods with processes and systems for operational efficiency, such as regular program data reports/dashboards, AIF's Knowledge Management System, and program level 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. Writing Articles, Social Media

Posts and other Written Communication Materials

- Coordinating with Newspapers, Electronic Media Channels and Social Media to create maximum visibility for the Livelihoods Program and appropriately profile the Impact Stories
- Designing / Coordinating with Design Agencies for Communications Materials such as Brochures, Flyers, Centre Communication Materials
- Organizing Advocacy Round Tables especially for the Projects dealing with Skilling and Employment of Persons with Disabilities
- Designing and Implementing Overall Communication Strategy of Market Aligned Skills Foundation

**Qualifications and Experience:**

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

**Skills and Competencies:**

- Able to write in impeccable American English
- Extremely Agile Media Management
- Efficient Event Management Skills
- Candidates who have expertise and can independently handle graphics design and video editing softwares will be highly preferred.
- Editorial experience, i.e., writing, proofreading, translating knowledge of different content types, etc.
- Around two years of Corporate communications experience in the corporate is desirable
- Able to simplify the complex, and present information clearly for different audiences
- Able to use creativity to generate exciting and engaging content
- Deep understanding of the social sector
- Experience in graphic designing and working on impact projects related to Persons with Disabilities (PwDs) will be highly preferred
- Core Role would involve- Agile Social media management
- Profiling impact stories
- Coordinating with Corporate/Govt for round tables
- Efficient event management skills
- An understanding and commitment to the cause of the empowerment of women and girls from poor and marginalized communities including Persons with Disabilities (PwDs) in India
- Experience demonstrating successful management of multi-faceted portfolios across the physical and digital spectrum of communications, PR, branding and media in organizations where high impact is created through effective outreach and presence.

**Reporting:** The position will report to Director Livelihoods at American India Foundation who also plays the role of Chief Executive Officer at Market Aligned Skills Foundation.

**Other:** Salary commensurate with experience. Initially contract shall be issued till 31<sup>st</sup> March 2022, 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 [career.livelihoods@aif.org](mailto:career.livelihoods@aif.org) with subject line **“Consultant - Communications and Advocacy (Livelihoods)”**.

Along with your CV, please also share a one-minute video resume answering these 3 questions:

- ~ Tell us something about yourself?
- ~ A brief about your achievements in Communications and Advocacy roles?
- ~ Your current/last drawn CTC and expectation from the role?

Please upload a zip file including the CV, Covering Letter and video resume.

Deadline for applications: **23<sup>rd</sup> Apr 2021**

Only applications of short listed candidates will be acknowledged.