

Job description for Communications Associate ASER Centre, Pratham Education Foundation

ASER Centre (www.asercentre.org) is the research wing of Pratham Education Foundation (www.pratham.org), which seeks to use simple yet rigorous methods to generate evidence on scale on the outcomes of social sector programs. It also aims to strengthen the link between evidence and action by building the capacity of individuals and institutions to design, conduct and understand assessments that focus on key outcome indicators. ASER Centre's flagship program is the Annual Status of Education Report, which is one of the largest household surveys of children in India. We are currently hiring for the following position at ASER Centre:

Job title:	Communications Associate
Reports to:	Unit Head
Base location:	New Delhi (with frequent travel to states)
Remuneration	CTC 6 lac per annum

Overview

ASER Centre undertakes several projects under the theme of strengthening the link between evidence and action, the largest being the ASER Survey. These projects are managed by various units. The role of the Communications Associate would be to develop content and design promotional material for these projects for external audiences, along with managing ASER Centre's social media handles and website. Additionally, the Associate is expected to support project design and implementation on a need basis.

Responsibilities

The responsibilities for this role are as follows:

Communications tasks:

- Ideating, writing content and designing promotional material such as brochures, posters, reports, etc.
- Traveling extensively to cover field projects in the form of writing and editing reports/blogs; creating photo blogs; conceptualizing, shooting and editing short videos
- Ideating and creating content for the website and social media
- Managing the website and social media accounts for ASER Centre
- Doing administrative tasks related to communications
- Keeping in regular touch with all ASER Centre units and teams to source content related to different projects
- Coordinating with Pratham communications team to ensure synergy between the communication strategies of the two organizations

Additional tasks:

- Designing training and workshop material as required
- Building internal capacity and the capacity of other teams through training on communications skills or any other policy-related issue as required

- Conducting literature reviews on education-related policy areas, assisting in primary and secondary research activities for projects on a need basis
- Supporting programme implementation for short term projects

Required qualifications and skills

This role is for candidates who are interested in communications in the development sector. We are looking for candidates who are open and willing to learn, can take ownership and work under minimum supervision, are innovative, can write excellent content, and are enthusiastic to deliver well beyond tasks assigned to them.

A minimum 2-year commitment from the candidate is required.

Qualifications: Minimum Graduate, preferred degree in Communications/Mass Media, Journalism or social science disciplines

Work experience: Work experience is desirable. If the candidate does not have prior work experience, examples of taking initiative in relevant assignments/projects at university or at internships are desirable.

Skills:

1. Exceptional written and oral communication skills in English. This is mandatory.
2. Good written and oral communication skills in Hindi. The candidate should be comfortable working with documents in Hindi, translating material from Hindi to English and vice versa.
3. Creativity in conceptualizing promotional material – print or digital; knowledge of design softwares like Canva, Adobe InDesign, Adobe Illustrator is highly desirable.
4. Social media savviness (i.e. Facebook, Twitter, Instagram and LinkedIn); candidate should be able to work with social media analytics and recommend changes to enhance reach.
5. Proficiency in MS Office (Excel, PowerPoint and Word).
6. Photography, videography and photo/video editing skills. Experience with photo and video editing softwares like Adobe Photoshop, Adobe Premier Pro, Final Cut Pro is highly desirable.
7. Attention to detail for editing tasks.
8. Multi-tasking, handling work pressure and delivering under tight schedules.
9. Working well in teams and in diverse, multicultural contexts.
10. Working in a fast-changing work environment; comfortable and open to extensive field travel, often at short notice.

Application process

- Email your CV and cover letter (not exceeding 500 words) as 1 document to recruitmentsasercentre@gmail.com with the subject line - **Application for Communications Associate**
- Candidates should also submit a written sample (not exceeding 1000 words) on any topic along with the cover letter. Additionally, portfolios showcasing other work can also be shared.
- Shortlisted candidates will be contacted for an initial interview. Successful candidates from the screening stage will be further required to complete an assignment and attend a final interview. The expected timeline to hear back on the application for the first round of screening will be 10-14 days. The entire process is expected to last a month.

At every stage, only successful applicants will be contacted.

Deadline for applying: 15 June 2024