

Job Description: Communications Associate

Muskaan Dreams is a social impact nonprofit, committed to making every student's future-ready with the rapidly evolving needs in the job market, we aim to bridge the digital divide in the Government education system at scale. We are running a couple of initiatives in Madhya Pradesh, Digital classroom & Digital Shiksha program with the district & state government.

We started our journey with one school in 2017 and failed many times with experiments but finally, we came up with an edtech model for teachers to teach students in an interactive manner. So far, we have covered 100 schools in the last three years but going further our plan is to scale our impact with multiple districts & states to achieve scale. We are looking for someone who has a good understanding of education, technology, working with the government, scale and can take ownership of a program to run statewide. Do you still think you are the right person for this role? Feel free to apply.

Our dream is to empower a million teachers by 2025 in order to make 40M students future-ready!

Job Description:

Job Title	:	Communications Associate
Position	:	Full-time
Experience	:	2-3 Years (Non-profit preferred)
Location	:	Delhi NCR (WFH)

Overall understanding of the Role:

The Communications Associate holds the brand and identity of the program. You will work across people in the organisation to ensure consistency of messaging around our narrative of bridging the digital gap across Government schools. Creating stories of possibilities!!

You will capture ground-level work (once the pandemic is under control for people to visit fieldwork), create impactful stories using innovative techniques and disseminate them across Social Media handles. This is a highly creative role, where you will leverage your writing and content creation skills.

Key Roles and Responsibilities:

If you are self-motivated, have a can-do attitude, possess an unwavering belief that powerful stories can change behaviour....especially stories of digital transformation and if you are Social Media savvy, this is the perfect role for you.

As the Communications Associate, you would -

- Assist the Senior Manager in design and execution of year-long communications strategy
- Leverage multiple online and offline media platforms through powerful storytelling & creativity
- Monitor media platform performance metrics to evaluate the effectiveness of communications
- Lead the ideation and creation of innovative and inspiring collaterals
- Assist the Senior Manager in preparing impact reports, develop outreach tools, partner brandings to share the program's progress with stakeholders
- Assist the Senior Manager in building strategic partnerships consisting of various organizations, local and national media houses, celebrities etc

Experience Requirements:

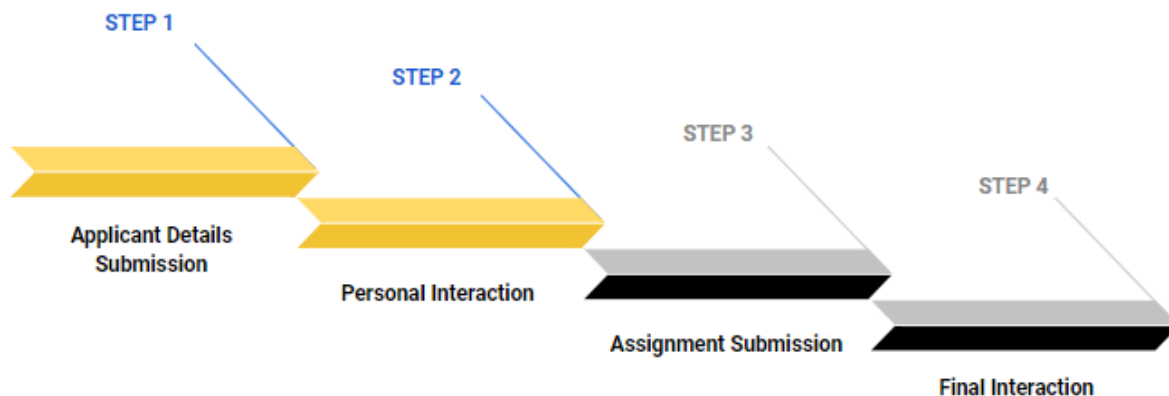
This document describes job content at the time of designing the job description and will be subject to periodic change in the light of changing operational and environmental requirements. Such changes will be incorporated in the job description on annual basis

- Minimum 2 to 3 years of work experience in a communications role
- Understanding of current trends in digital and social media
- Demonstrated ability to use media platforms effectively to deliver content
- Excellent oral and written communication skills. Proficiency in the English language is a must!
- Excellent interpersonal skills, ability to listen well and positively represent the organization and its mission

Salary: Remuneration will be competitive with Indian philanthropy pay scales and will depend upon the candidate's experience levels.

How to Apply: If you would like to apply for this role, send your cv & your work sample/portfolio to hrm@muskaandreams.org

Process:



A typical recruitment process for these roles takes about 30-45 days, we'll keep you updated about the progress through email.

For queries: +91 9754175881 (use WhatsApp) or hrm@muskaandreams.org

“Only Apply if you love meeting people and love teamwork, you want to be part of an exciting roller coaster ride, you are crazy enough to still apply.”