

## Job Description: Communications Associate

### Organization Background

Muskaan Dreams is a social impact Ed-Tech nonprofit, committed to bridging the digital divide in government schools by empowering teachers with technology so that every student has the opportunity to take advantage of digital learning and skilling in order to prepare for the future with rapidly evolving needs in the job market. For more information please visit [www.muskaandreams.org](http://www.muskaandreams.org)

*Our vision: Digital promise to Every Child*

### Summary:

The Communications Associate holds the brand and identity of the organisation. Communications Associate 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!!

The Communications Associate role includes - promoting the purpose and mission of Muskaan Dreams with an emphasis on enhancing understanding of the organisation's work, driving organisational and communications objectives, coordinating with teams to create, collate and deliver textual, audio and visual content, ensuring consistency in all communications, building external and internal stakeholders trust and, building media relationships.

Communications Associate 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 the Associate will leverage writing and content creation skills.

<b>Designation</b>	<b>Communication Associate</b>
<b>Reporting to</b>	<b>Lead Communication</b>
<b>Experience</b>	2-3 Years (Nonprofits work preferred)
<b>Vertical</b>	Communications
<b>Location</b>	Noida/Delhi
<b>Employment Type</b>	Full-time
<b>Employment Level</b>	Junior-Level

### We are looking for someone with

- An Understanding of Nonprofits communication & Marketing
- Understanding of social media management across all platforms
- Excellent content writing skills
- Understanding of design and creativity
- Passionate about narrative and brand building

## Key Responsibilities but not limited to:

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.

- **Develop Communication Strategy with team**
  - Execution of year-long, monthly & weekly social media strategy
  - Identify stakeholders and build a strategy for stakeholder's engagement
  - Manage social media platforms from ideation to posting and engagement to growth on a day to day basis.
  - Increase & Improve the brand credibility and presence in the market
  - Monitor platform's performance metrics to evaluate the effectiveness, engagement and impact of communications
  - Lead the ideation of innovative and inspiring collaterals & content.
- **Marketing Communication & Implementation**
  - Building strategic partnerships consisting of various organisations, local and national media houses, celebrities etc to increase the outreach of social media platforms.
  - Community building and engagement of like-minded individuals
  - Copywriting across all the platforms including social media, website, reports and other external engagements.
  - Increase the digital presence through digital marketing
  - Maintain consistency in branding and messaging across all communications
- **Fundraising Communications:**
  - Coordinate with teams to collect and create content for periodic donor reports and proposals
  - Monthly and occasionally newsletter to donors and well-wishers to engage and update stakeholders
  - Coordinate with teams and stakeholders to collect/create quotes, testimonials, pictures for donor social media
  - Execute partnership press releases and online media visibility

## Experience Requirements:

- Graduate or Postgraduate in communications, Journalism, English, or related field.
- Minimum 2 to 3 years of work experience with a similar role
- Understanding of current trends in digital and social media

## Must have skills and competencies

- 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
- Ability to develop compelling stories with superior written, oral and visual communications skills.
- Demonstrated skill in proactively building relationships with internal and external stakeholders.
- Strong organisational skills, attention to detail and ability to manage multiple projects and stay on deadline.
- Flexibility and willingness to work as part of a large team.
- Proficiency in Microsoft Office programs, including Word, Excel and PowerPoint.
- Ability to work independently.
- Trustworthy, Ambitious and takes initiative.

**Compensation:**

Muskaan Dreams offers compensation as per the experience & competitive pay with excellent benefits. The non-monetary compensation includes a unique opportunity to be part of an innovative, meaningful, fun and rapidly growing organization that is transforming the lives of millions of children in India by focusing on digital literacy and skill-building in education.

**To be successful at Muskaan Dreams, you will also:**

- Have a passion for our mission and a strong desire to impact a dynamic nonprofit organization
- Be a proactive and innovative thinker who achieves results and creates positive change
- Have a very high level of personal and professional integrity and trustworthiness
- Embrace diversity and a commitment to collaboration
- Thrive in a fast-paced and fun environment

Muskaan Dreams is proud to be an equal opportunity employer committed to identifying and developing the skills and leadership of people from diverse backgrounds. EOE/M/F/Vet/Disabled

**How to Apply:** [Please click here to apply or visit https://muskaandreams.org/apply-now/](https://muskaandreams.org/apply-now/)

**Process:** Profile submission<>Assignment<>Personal interaction<>Final discussion.

**Note:** 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](mailto: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.**



**“Digital Promise to Every Child”**