

## Opening: Program Associate (Communications)

Applications accepted till: 25<sup>th</sup> Nov, 2018

### Job Summary

We are seeking a detail-oriented, thorough, and organized Communications person to join our team. In this position, you will play a key role in promoting ADR's work, goals and mission by creating informative content, press releases and documents as well as by organizing various events like voter awareness campaigns, youth outreach programs, press conferences, seminars, workshops etc.

### Duties and Responsibilities

- 1. Managing Centralized Outdoor Voter Awareness Campaigns:**
  - a. Proposing new campaign ideas.
  - b. Finding suitable vendors/consultants to carry out these ideas.
  - c. Creating Contents (posters, brochures, pamphlets, hoardings) for these campaign.
  - d. Monitoring the campaigns.
- 2. Handling of Media affairs:**
  - a. Contacting Media persons.
  - b. Publication of articles.
  - c. Collaborating with Media Houses for election campaigns, surveys and events.
  - d. Organizing Media dialogues.
- 3. Social Media Campaigns:**
  - a. Posting relevant news articles/comments on Facebook and Twitter.
  - b. Creating infographics on ADR's report and relevant developments.
  - c. Handling ADR Youtube Account and uploading videos.
  - d. Handling ADR Instagram Account and uploading photographs.
  - e. Launching intense social media campaigns during elections.
  - f. Creating new videos during election campaigns.
- 4. Website & Blog related work:**
  - a. Uploading reports/videos/photographs on [www.adrindia.org](http://www.adrindia.org) & ADR Blog.
  - b. Content-wise changes on the website as per team head's suggestion.
- 5. Youth Outreach Programs**
  - a. Conduct School Workshop on ADR issues for students of Class IX to XII.
  - b. Develop/upgrade resource materials/module for School Workshops.
  - c. Managing/Coordinating with ADR Campus Ambassadors in different colleges across India.
  - d. Guiding and monitoring on campus activities of Campus Ambassadors.
- 6. Organizing events:**
  - a. Booking of venue for Press Conference/Round Tables etc.
  - b. Seeing other arrangements (food, equipment/ banners etc.)
  - c. Contacting Speakers from the media fraternity and their follow up.
  - d. Inviting media persons and the follow up.
  - e. Preparing Press Release with other team members.

### Requirements and Qualifications

- Bachelor's degree in journalism/mass communications or other field with 2-3 years' experience, preferably in the social sector.
- Excellent written and verbal communication skills.
- Strong copywriting and content creation skills.
- Ability to multitask and monitor several projects and accounts on a daily basis.
- Ability to work well under pressure and manage time effectively.
- Ability to take initiative to develop new strategies and outside-the-box ideas for social media.
- Excellent media relations skills.
- Ability to work independently or in a team.