

Job Description: Executive, Communications

Atma Education, an NGO based in Mumbai, is an accelerator for Education. Atma empowers grassroots educational initiatives to grow bigger, better and stronger, in a lasting way thus turning potential dropouts into graduates. Atma addresses the challenges that an NGO encounters and works with them by adopting a systematic management approach. This eventually enables them to scale up, expand their reach and increase student learning outcomes.

Purpose of this position: The Communications Executive would assist in developing and executing the communication strategy while providing support on fundraising activities

Location	Mumbai
Time Commitment	Full Time
Reporting to	Lead Consultant, Operations
No.	Key Job Areas
1	<p>Marketing/Communications:</p> <p>Online:</p> <ul style="list-style-type: none"> • Website <ul style="list-style-type: none"> • Maintain the Atma website with relevant, up to date information, and interesting clear content • Online Presence: <ul style="list-style-type: none"> • Manage the Atma brand presence through: NGO portal listings, articles on relevant blogs, partnerships with various agencies • Social Media <ul style="list-style-type: none"> • Manage all social media accounts <p>Offline</p> <ul style="list-style-type: none"> • Media <ul style="list-style-type: none"> • Cultivate relationships with traditional media outlets and online media to co-publish articles • Design and share press kits with the media during any events or launch of any new initiative or training programs • Manage press inquiries and write press releases as required • Event Support <ul style="list-style-type: none"> • Design and implement brand representation for events where Atma is represented and programme events <p>Act as the point of contact between third parties and Atma for event logistics and set up</p>
2	<p>Branding</p> <ul style="list-style-type: none"> • Working with Lead Consultant, Operations to establish and implement brand strategy • Branding Compliance: <ul style="list-style-type: none"> • Ensure compliance with Atma style guide at an organizational level,

	maintain consistent message and voice for the organisation.
3	<p>Thought Leadership:</p> <p>Publications:</p> <ul style="list-style-type: none"> • Types of publications this role is responsible for include: <ul style="list-style-type: none"> • Articles/info graphics • Media-photo essays/videos • Blogs • Case studies • Formal research reports • Annual report • Donor reporting • Other • Responsibilities in publications include: <ul style="list-style-type: none"> • Conceptualising project – story boarding, creating project briefing for approval • Forming partnerships for publications • Researching – formal academic research, internal data assembly and on field interviews • Creating content – writing, photography, videography, design and editing <p>Profile Raising:</p> <ul style="list-style-type: none"> • Finding and obtaining opportunities to raise the organisations including: Awards applications, fellowships, partnerships <p>Speaking engagements:</p> <ul style="list-style-type: none"> • Sourcing speaking engagements for the Atma Leadership team in various forums to present our work • Helping Leadership prepare speech content <p>Publicise speaking engagements to maximise outcome</p>
4	<p>Team Management:</p> <ul style="list-style-type: none"> • Volunteer Management • Train/Manage/Review Communications Interns
5	<p>Research and Support:</p> <ul style="list-style-type: none"> • Assist the team in researching and writing for grants / awards if required. • Other duties as assigned.

Skills	Knowledge/Experience	Attitudes
Excellent Interpersonal Skills	Social media marketing	Commitment
Excellent language (verbal & presentation Skills	Brand management	Teamwork
Excellent writing skills	Content creation	Proactive
Academic research skills	Team management	Accountability
Photo & Video skills	Social Media	Strategic thinking
Comfortable with photo & video editing software		Self-starter
Design skills – Abode InDesign, &/ or Corel Draw		Detail orientation
		Creative thinking

Atma's Policy on Child Protection and Safeguarding

Atma has a strict zero tolerance policy towards child abuse or anyone who abets such abuse. The guiding principle of this policy is that the protection of children is always the overriding consideration in all actions by Atma Employees, Associates and Consultants. The Atma Child Protection Policy is a statement of the expectations Atma has of its employees, associates and consultants when they come into contact with children. Associations with anyone found to be engaging in abusive and exploitative relationships or interactions with children will be broken.