



JD - Associate Director, Communications

Overview

Role Title	Associate Director, Communications
Number of openings	1
Role Level	7 - 10 years+ of full-time professional experience(<i>added advantage for experience in development / NGO sector</i>)
Type	Full time
Location	Based in New Delhi. The role will entail travel across India.
Gross compensation	<i>Pay will match Indian non-profit norms and similar organizations, discussed in our last selection round.</i>
Desired Joining Date	<i>ASAP; Serious candidates are encouraged to apply right away</i>
Process to apply	Please fill out the Google form mentioned below https://forms.gle/16wbnxCEm6uNX2JD6

About Labhya

Labhya is an India-based nonprofit that enables children from vulnerable backgrounds with the necessary skills to cope with poverty & become effective learners through **Social-Emotional Learning (SEL)**. Labhya is a globally recognized non-profit supported by organizations like Harvard University, Nudge, DRK Foundation, The Commonwealth, UNICEF, and UNDP among other organizations.

Labhya is a dynamic and agile organization that partners with Indian State Governments to co-create and ensure the implementation of SEL programs at scale. We are one of India's fastest-growing nonprofits dedicated to co-creating programs that will impact **30 million vulnerable children by 2030**.

Currently, Labhya has partnered with various state governments to co-create and implement well-being programs that **impact 2.4 Million children** across 22,000+ government schools in India.



Role Expectations and Qualifications & Skills / Experience / Characteristics

**All the below-mentioned tasks would be key to your role. The following requirements are not mentioned in order of priority.*

Funder Reporting & Advocacy

- Creating, structuring, and working with designers to finalise reports of impact for funders and donors
- Collating and publishing periodic newsletters and sharing them with all stakeholders involved
- Creating collateral for any kinds of presentations/ reports/ events/ other needs at Labhya - online and offline. Eg: funder requests, partner projects, etc
- Actively coordinating and leading the advocacy efforts with the media team of Labhya's government partners to amplify Labhya's programs and impact

Offline Publications

- Leveraging own connections to publish offline articles in local and national newspapers, magazines and other publications
- Creating a pipeline of content and news to be published at scale
- Forging external partnerships for offline media marketing

Leadership & Strategy

- Creating Labhya's overall media, brand, and communications strategy (multi-year)
- Coordinating and leading the rebranding processes of Labhya
- Leading and nurturing the communications team at Labhya

Social Media Management

- Actively seeking, forging and managing social media platforms of Labhya like - LinkedIn, Twitter, Instagram & Facebook
- Running theme specific and project specific paid and unpaid campaigns on Labhya's social media platforms
- Creating, directing, writing, editing and publishing high-quality videos of Labhya's work on various social media channels
- Managing all other external requests, communications and volunteers, through online and offline channels



Qualifications & Skills / Experience / Characteristics

1. Bachelor's degree in mass communication and journalism or related fields (*prior startup or nonprofit experience is preferred*)
2. Proficiency in any/ few photo editing, video editing and design softwares like InDesign, Photoshop, Illustrator, Canva, premiere pro, DaVinci etc
3. Excellent written and oral communication skills in English.
4. Organisational and time management skills.
5. Highly motivated, persevering, achievement-oriented attitude.
6. Proficient in Microsoft Office (Excel, Word, PowerPoint) & Google Tools (Sheets, Docs, Slides)
7. Strong interpersonal and planning skills.
8. Excellent in Data Management.

Current Team

Our team consists of a diverse group of professionals, educators, SEL experts, and entrepreneurs from renowned institutions such as Harvard University, Massachusetts Institute of Technology (MIT), Azim Premji University, Delhi University, Ernst & Young, and KPMG.

At Labhya, we cultivate an environment for learning, growth and excellence, and teamwork and collaboration are non-negotiable. If you're passionate about building a movement that will enable millions of children to become healthy, lifelong learners through systems-level change, this is the place for you. Change the world by working alongside inspiring leaders.

We are looking for proximate leaders to build with us! Join the global movement!

Further, Labhya's values are:

- An agile and supportive team that is driven by a problem-solving attitude
- Focusing on the well-being of children and trusting their potential
- Working processes that enable efficiency, constant growth, and innovation
- SEL Programs that are driven by proximity and expertise
- Creating systemic and sustainable change in public education systems through partnership
- Action Orientation, consistency, high-quality work & effective teamwork.