



Role Description Communications Associate

Overview

Vertical	Communications Team
Number of openings	2 (1 Bengali speaking, 1 Hindi speaking)
Role Level	Associate Level Fresher or Bachelor's degree or 1-2 years of relevant experience in communications (added advantage for experience in development / NGO sector)
Type	Full Time
Location	Based in New Delhi (<i>Non-Negotiable</i>). The role will entail significant travel across Delhi and India
Compensation	<i>Pay will match Indian non-profit norms and similar organizations, discussed in our last selection round.</i>
Desired Joining Date	ASAP; <i>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 recognised 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-create programs that will impact **30 million vulnerable children by 2030**.

Currently, Labhya has partnered with various state governments to co-create and implement wellbeing programs that impact **2.4 Million children** across **22,000+**



government schools in India.

We expect the following from you for this role:

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

- Create and manage content across various digital platforms, including LinkedIn, Twitter, Website, Email, Instagram, Facebook, YouTube, and Kiosk.
- Running theme-specific and project-specific paid and unpaid campaigns on Labhya's social media platforms.
- Drive online engagement through digital campaigns and innovative strategies.
- Translate relevant documents, and content from English or Hindi to Bengali and vice versa to ensure effective communication across stakeholders. (Bengali - only for Bengali Communications Associate).
- Collaborate with the team to produce high-quality multimedia content and stay ahead of digital trends.
- Write blogs, case studies, and feature articles highlighting the organization's work.
- Document and create impact stories, reports, and other materials donors and partners request.
- Conduct research to support communications strategies and track analytics to measure effectiveness.
- Bring fresh ideas and a creative perspective to all communications efforts.
- Shadow team leads and take ownership of your work always, ensuring seamless execution of strategies and maintaining consistency in messaging.
- Ensure all communications are accurate, error-free, and align with our brand voice and guidelines.
- Maintain a database of content and stories for future use.
- Creation of email newsletters and digital campaign assets.
- Extending support in rebranding and building organisational communication strategies.

Qualifications & Skills / Experience / Characteristics

1. Fresher or Bachelor's degree or 1-2 years+ of experience in full-time professional experience in some communication-related field (***prior nonprofit or startup experience is preferred***)
2. Ability to document and create impact stories and reports tailored to diverse audiences.
3. Excellent writing and editing skills, with a strong command of both English and Hindi and Bengali (Bengali - only for Bengali Communications Associate)



4. Strong communication and articulation skills in English and Hindi and Bengali (Bengali - only for Bengali Communications Associate) to collaborate with cross-functional teams and stakeholders.
5. Ability to manage relationships with external stakeholders, including donors, media, and partners.
6. Proficiency in developing creative, engaging content for digital outreach.
7. Attention to detail and process orientation
8. Decent sense and understanding of core principles of design (design, aesthetic, color theory including but not limited to)
9. Proficiency in any/ few photo editing, video editing, and design software like InDesign, Photoshop, Illustrator, Canva, Corel Draw, etc is good to have
10. Proficiency in Google Sheets, Google Docs, Google Slides & Mail Merge, etc

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