



Role Description Communications Associate, Gujarat

Overview

Role Title	Communications Associate (Gujarat)
Number of openings	1
Role Level	Associate Level 1-3 years of relevant experience in communications (<i>added advantage for experience in development / NGO sector</i>)
Type	Full Time
Location	Based in Gandhinagar, Ahmedabad (<i>Non-Negotiable</i>). The role will entail significant travel across Gujarat and India.
Compensation	<i>Pay will match Indian non-profit norms and similar organisations, 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.*

- Translate relevant program documents, training materials, and other content from Gujarati to English/Hindi and vice versa to ensure effective communication across stakeholders.
- Support different verticals in crafting narratives that resonate with local context while aligning with our program objectives.
- Develop engaging and impactful content, including social media posts, newsletters, articles, and blogs, etc. for the program.
- Design visually appealing collaterals (flyers, brochures, posters, etc.) for events, workshops, and campaigns, ensuring cultural context and relevance.
- Conduct regular field visits across the state, including remote areas, to observe program implementation and collect on-ground insights.
- Capture and create impactful stories and visuals using basic photography and videography skills, highlighting the program's influence on students and teachers.
- Develop scripts, screenplays, and shot breakdowns for video content to effectively communicate program stories and impact.
- In collaboration with the state operations team, compile comprehensive reports for stakeholders, including state government officials, donors, and internal teams, highlighting day to day work, key milestones and challenges.
- Attend workshops, training sessions, and events across the state, documenting proceedings and producing concise reports and minutes of meetings capturing qualitative and quantitative data.
- Build and maintain strong relationships with state senior and mid level government officials and district/ block -level administrators to ensure consistent communication.
- Support in developing the program from the ground up, including branding, design, and other critical elements, in close collaboration with the government and our programs team. Ensure alignment with the Labhya brand identity and the specific needs of the state.



Qualifications & Skills / Experience / Characteristics

- Bachelor's degree or 1-3 years+ of full-time professional experience in some communication-related field, prior non-profit or startup experience is preferred
- Proficiency in speaking, reading and writing Gujarati fluently. (*non-negotiable*)
- Fluent in both Hindi & English (written and spoken)
- Good sense and understanding of core principles of design (design, aesthetic, color theory including but not limited to)
- Basic photography and videography skills are a bonus.
- Proficiency in photo editing, video editing, and design software is a bonus.
- Proficiency in Google Sheets, Google Docs, Google Slides, etc.
- Attention to detail and process orientation.

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 wellbeing 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