



Role Description Media and Communications

Overview

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| Vertical | Communications Team |
| Number of openings | 1 |
| Role Level | Associate Role 2 - 5 years |
| 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/XiNrxcoR9HnrtW2m7 |

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 the Governments of Delhi, Uttarakhand, Tripura to co-create and implement well-being programs that **impact 2.4 Million children** across 22,000+ government schools in India. These social-emotional learning programs



are the world's largest and India's first at-scale well-being programs.

We expect the following from you for this role:

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

- Develop and implement media relations strategies to promote the organization's brand and enhance visibility.
- Build and manage relationships with journalists, media outlets, and influencers to ensure consistent coverage and storytelling.
- Lead and coordinate media events, press conferences, interviews, and outreach activities.
- Pitch stories and key announcements related to organization's mission, programs, milestones, etc.
- Draft, edit, and manage media releases, opinion pieces, and interviews to ensure effective communication.
- Act as the primary point of contact for media inquiries and handle crisis communication as needed.
- Collaborate with the team to ensure consistent messaging across all media platforms.
- Maintain media databases and coordinate outreach to journalists and publications.
- Track and analyze media mentions and campaign performance to gauge impact and refine strategies.
- Support in writing and editing press materials, blogs, and social media content.
- Assist in managing media requests and coordinating with internal teams for timely responses.
- Contribute to the planning and execution of media campaigns.

Qualifications & Skills / Experience / Characteristics

- Bachelor's degree or 2-5 years+ of full-time professional experience in media relations, communications, journalism, or public relations (**nonprofit or startup experience preferred**).
- Strong experience in coordinating media events, managing press relations, and executing outreach efforts.
- Proven ability to build and maintain relationships with journalists, media outlets, and influencers.
- Excellent writing and editing skills, with proficiency in drafting press materials, blogs, social media content, opinion pieces, and interviews.
- Ability to track and analyze media mentions and campaign performance,



- using analytics tools.
- Strong project management skills with the ability to plan and execute media campaigns across multiple platforms
 - Proficiency in maintaining media databases and managing internal coordination for media requests.
 - Crisis communication experience is a plus, with the ability to handle media inquiries and maintain consistent messaging across platforms.
 - Ability to think strategically, manage multiple priorities, and collaborate effectively with cross-functional teams.
 - Proficiency in Google Docs, Google Sheets, and media monitoring tools.
 - Great communication and articulation skills in English and Hindi
 - Attention to detail and process orientation
 - Conscientiousness, discipline, rigor, and ability to take/give feedback
 - Is excellent at maintaining relationships and is very systematic about tracking progress

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.