About Peepul

Peepul is an education-focused non-profit. **We dream and work towards creating an education system in India that enables ‘every child to realize their potential.’**

We work closely with governments at the national, state, and local levels to transform government schools and government systems. The poorest children in India study in government schools and too many of them are falling through the cracks. We are determined to ensure that they receive a high-quality education to help them succeed in life.

We are restless, resilient, and reflective. We aim high, we innovate, we work smart, we work as a team, and we use rigorous research to inform our work.

**Website:** [http://peepulindia.org/](http://peepulindia.org/)

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**Job Description: Communications Associate**

**Location:** South Delhi  
**Start date:** Immediate  
**Salary:** Commensurate with experience

**Role description**

The Communications Associate role includes - promoting the mission and vision of Peepul with an emphasis on enhancing understanding of the organization's work; driving organizational and communications objectives; co-ordinating with teams to create, collate and deliver textual, audio and visual content; ensuring consistency in all communications; building external and internal stakeholder trust and advocacy; building media relationships.

**Key Responsibilities**

- Developing and executing the communications strategy for the organization.
- Creation, development and update of messaging materials as part of communications team and campaign strategy
- Prepare content/materials for external meetings and speaking engagements (i.e PowerPoint presentations, talking points, etc.).
- Develop strategy and manage organizations social media, website and digital communications etc.
- Maintain consistency in branding and messaging across all communications
- Fundraising communications:
  - Co-ordinate with teams to collect and create content for periodic donor reports and proposals
  - Co-ordinate with teams and stakeholders to collect / create quotes, testimonials, pictures for donor social media
- Execute partnership press releases and online media visibility
- Support donor visits

- Social Media:
  - Engage with all volunteers and staff in the official social media pages.
  - Use the platforms for employee and volunteer motivation and to create awareness about our work.
  - Conceptualize and create posts for the page: minimum 4 posts / week.

**Desired Qualifications:**

- Bachelor's degree in communications, journalism, English, or related field.
- 2-3 years' experience in media relations, journalism, communications, social impact space or related field. Prior experience in the education field will be an added bonus.
- Ability to develop compelling stories with superior written, oral and visual communications skills.
- Excellent oral and written communication skills.
- Demonstrated skill in proactively building relationships with internal and external stakeholders.
- Excellent interpersonal skills, ability to listen well and positively represent the organization and its mission.
- Strong organizational skills, attention to detail and ability to manage multiple projects and stay on deadline.
- Flexibility and willingness to work as part of a large team.
- Proficiency in Microsoft Office programs, including Word, Excel and PowerPoint.
- Skills in design software, blogging software, social media platforms and editing content desired.
- Ability to work independently.
- Trustworthy, Ambitious and takes initiative; committed to getting the job done.

**Language skills:** Fluency in English and Hindi

**Recruitment Process**

To apply, please send a copy of your resume along with a covering letter explaining why you are interested in applying for the role, to recruitment@peepulindia.org with a cc to nivedita.gupta@peepulindia.org, ensuring you specify the role you are applying for in the subject line of the e-mail. Please include the details of at least two referees within your application.

**Selection**

The selection process will involve written tests/assignments, interviews and live demonstrations of expertise (e.g. taking a classroom session), with the senior management team of the organization.
Reference checking & Probation

As you will be working with children this role will be subject to enhanced background checks. Additionally, all new staff will be subject to a probation period of three months.