

Communications Coordinator

Self-Employed Women's Association - SEWA Bharat

About Us

Founded by Ela Bhatt in 1972, the Self-Employed Women's Association (SEWA) works to empower poor women in India's informal economy by equipping them with the personal confidence, community support, and practical tools necessary to fulfill their needs and exercise their rights. With over 2 million active members across fifteen states, SEWA is a nationwide movement, as well as one of India's largest and oldest nonprofit organizations.

SEWA is set apart by its ability to integrate state- and national-level strategies with grassroots values and priorities. Through its close ties to an extensive, diverse, and multigenerational network of members, SEWA brings women together into a supportive network, tailors its wide range of large-scale development programs to specific community needs at the local level, and provides both capacity building support and a national platform for women on the ground to voice their concerns and advocate for their rights at the highest levels of policy and industry. Through its philosophy of women's empowerment, and its vision of securing self-reliance and full employment for one of India's most vulnerable populations, SEWA unifies members across cultural, geographic, and linguistic lines to bring about sustainable, inclusive change from the ground up. Comprising a nationwide network of over 100 autonomous grassroots organizations, SEWA is coordinated by its national office, SEWA Bharat (www.sewabharat.org).

Program Description

SEWA Bharat is undertaking a 3-year USAID funded programme called **W-GDP: Building Resilient Women Entrepreneurs**, to address the needs of women-owned collective social enterprises and women micro-entrepreneurs as part of COVID-19 preparedness and response. The COVID-19 pandemic has majorly impacted all businesses, especially women owned enterprises, who are either incurring income losses due to the recurring lockdowns, and/or are faced with additional burden of domestic chores. With supply chains being affected, and demand dwindling, these enterprises continue to pay fixed costs like salaries and rents forcing grave losses.

This programme aims to provide technical assistance to entrepreneurs to help them gain better access to markets, finance and assets. In particular, SEWA Bharat recognizes that the women will need extra resources to overcome the backsliding they faced during the lockdown. Training will assist women to use new tools and approaches for entrepreneurship through training in digital literacy and by linking women with e-commerce opportunities and digital market information.

The specific objectives of the programme are as follows:

- *To help women nano and micro entrepreneurs identify opportunities to diversify or expand businesses in the current COVID-19 context, understand their rights and entitlements and access avenues to improve their lives*
- *To strengthen social enterprises promoted by SEWA Bharat to help members prepare for and respond to COVID-19 through market-based approaches*

- *To support the creation of an enabling environment that allows micro entrepreneurs and enterprises to thrive*

SEWA Bharat will implement this programme in 10 states, such as Delhi, Uttarakhand, Rajasthan, Punjab, Bihar, West Bengal, Jharkhand, Madhya Pradesh, Gujarat, and Nagaland. Exact geographies will be defined based on budget and agreed results in consultation with USAID, and leverage partners.

Job Description

We are seeking a suitable candidate for the role of the Communications Coordinator, who will be responsible for designing and anchoring the communications, advocacy and outreach plan for the program and ensure that program learnings are promoted on as many portals and mediums as possible. He/She will work with the state teams to coordinate and support their outreach strategy and work. The Communications Coordinator will work closely with the Project Coordinator and the Research Manager.

The Communications Coordinator will be part of the SEWA Bharat's Communication team and would also be responsible to ensure alignment with the organization's work and strategy to reflect SEWA's on-going work.

Specific activities include the following:

- Conceptualise, design and implement outreach, advocacy and communication plan for the program in collaboration with the SEWA communication team. Work closely with USAID to promote the learnings of the program to a larger audience through collaterals, events, social media advocacy.
- Supports knowledge building and knowledge sharing of the programme at relevant forums, and with relevant stakeholders;
- Design and develop all communications collateral, and IEC materials towards impactful dissemination of the program learning;
- Organise and host dissemination events based on the lessons learnt/results of the project;
- Design and implement strategy for online social media engagement relevant to the project
- Coordinate with State teams and sub-awardees to conceptualize and design their outreach and advocacy plan in alignment with SEWA Bharat's plan.

Salary and Compensation

Salary will be commensurate with the candidate's prior experience.

Key Skills and Qualifications

- Bachelor or higher education degree in communications, journalism, business or other relevant subject
- Minimum 2-3 years of work experience in the design, planning and management of strategic communication and media programmes
- Excellent verbal and written communication skills. Fluency in oral and written English is essential. Additional language skills are a plus, especially Hindi

- Experience in working with a variety of stakeholders, such as senior government officials, community leaders, development sector professionals, civil society organizations, journalists, policy and decision makers, etc.
- Excellent IT skills (MS Office Skills), familiarity with content management systems like Drupal, Joomla, Wordpress, etc and social media would be preferred.
- Experience of working closely with grassroot communities, thus having a deep familiarity of their requirements is a must.
- Willingness to travel and spend extensive time in the field across project location. Travel exceptions will be given due to the COVID situation but in case of an improved environment to travel, the candidate would be expected to visit field locations as per requirements.
- Ability to work in an organized and efficient manner within a relatively unstructured work environment
- Ability to take initiative and leadership even with minimal supervision
- Passion for bringing about real, sustainable, large-scale change for women in India's most marginalized communities

Location

Delhi, (with travel to various project locations across the 10 states).

Application Process

Email a resume, cover letter to jobs@sewabharat.org. Please include specific details of your most recent salary. Preference would be given to female candidates and ready to commit to the tenure of the project.

Last Date to Apply

15 days from the date of advertisement.