



Communications Associate

About SEWA Bharat:

Self Employed Women's Association (SEWA) is a movement to empower women working in the informal economy. SEWA Bharat is part of the national SEWA movement. Established in 1984, it is a national federation of SEWA organizations of women working in the informal economy. SEWA Bharat emerged from the need to address the SEWA movement's challenges with geographical expansion and coordination. SEWA Bharat comprises a family of SEWA organizations to further informal women workers' rights, livelihoods, financial independence, education, health, and social security.

Job Description:

SEWA has recently established a new communication vertical to increase the visibility of their work and raise awareness. We are looking for a Communication Associate with a strong background in written communication and content management systems to work at SEWA Bharat.

We are looking for a self-starting team player. This role's key responsibilities would be to manage content on our social media and events to increase visibility for the SEWA movement.

Responsibilities:

- I. **Coordinating and executing online and offline events in SEWA Bharat end-to-end from a communications perspective:**
 1. Design assets and collaterals as required for marketing events
 2. Coordinate with various internal and external teams, design and send invitations as per requirements
 3. Gauge engagement of events from a campaign perspective

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4. Work with the events team to release post-event learnings and ensure they reach the targeted stakeholders
- II. Periodic Updation and Dissemination of SEWA Bharat Communication Collaterals through various channels:**
1. Annual report,
 2. Dissemination and increasing reach of Anusuya (Grassroots Hindi Newsletter)
 3. Formatting and layout of collaterals
- III. Acting as the single point of contact from the Communications team for Research and Advocacy:**
1. Assist in increasing the digital presence of SEWA Bharat's work: Resource sharing and dissemination (related to women's economic empowerment);
 2. Comprehend and simplify research reports for wide dissemination through media channels for the understanding of internal and external audiences
 3. Prepare any communication materials required by the advocacy team to further objectives of liaising with Governments and external stakeholders.
- IV. Anchoring all activities on SEWA Bharat's Social Media:**
1. Designing campaigns keeping all Social Media channels and their audience in mind
 2. Planning SEWA Bharat social media calendar and ensuring timely execution and dissemination of relevant information
 3. Ensure democratization of content making it to social media - ensuring voices of our grassroots members reach an external audience
 4. Prepare monthly reports of social media engagement and metrics, and use the same projections to optimize content and influence future content decisions
- V. Collection & coordination of grassroots content:**
1. Work with the Grassroots communications team to collect and organize content
 2. Tell stories of trade groups, micro-entrepreneurs, and collective social enterprises;
 3. Maintaining the repository of case studies, photographs, video content etc
 4. Ensure steady inflow of grassroots content into social media channels

Eligibility:

The candidate must have:

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1. Excellent grasp of social media, its application and analytics
 2. Excellent command over design
 3. Excellent command over spoken and written Hindi and English
 4. It is preferred that the candidate is organized and meticulous to a fault
 5. Experience with digital campaign creation and organizing
 6. Familiarity with tech platforms such as Google Analytics, Mailchimp, Canva, Adobe suite (specifically for design) etc
 7. Prior experience of working with grassroots organizations
 8. Prior experience with using media channels for public relations
 9. Willingness to travel to different districts as and when required
 10. Women candidates are encouraged to apply

Educational and other qualifications:

1. Bachelors or Masters in Communication, Journalism or Mass Media
2. 1-2 years of relevant experience required
3. Natural flair for writing
4. Oral and written fluency in both Hindi and English is mandatory. Fluency in a third Indian language is appreciated.

Location:

New Delhi, with travel to different districts as required.

Application Process:

To apply, fill up this Google Form by September 10th, 2021, with the subject line "Application for Communication Associate,". The form contains fields for the following:

- Your resumé
- Cover Letter detailing your motivation to apply for the position,
- Relevant professional experience, and qualifications
- Portfolio and samples of written and social media work (published or not) in both English and Hindi