

Communications (PR, Media, Advertising), Intern

Mumbai

I. Background:

Aangan works with children in dangerous situations like child trafficking, child marriage, hazardous work and abuse. Our prevention model targets 39 "hot-spots" across the country where children are most at risk - either because these are known red-light areas, sites of hazardous child labor or are associated with harmful traditions like high rates of child marriage and girl child discrimination. Here we work with parents, children and government officials to build strong care and protections that keep children safe. We also work in government rescue homes and shelter homes with rescued child survivors in order to make government rehabilitation systems better equipped for healing, recovery and return to family life.

II. Position Summary:

To support the marketing, advertising, PR and media activities of Aangan and managing Aangan's media presence, including partnerships and innovative media opportunities. The Intern will be responsible for documenting, capturing and writing stories to pitch to the media, potential and existing funders etc. and to share with an external audience. This role is critical in shaping the external perception of Aangan's brand, spreading awareness about the cause and our work and inspiring others to join.

III. Key Duties and Responsibilities

Primary responsibilities include but are not limited to:

- a) Supporting the advertising, PR and media initiatives for Aangan
- b) Building brand awareness across relevant mainstream and innovative media spaces
- c) Achieving media mention targets across publications
- d) Capturing, documenting, and writing inspiring stories, features, press releases etc.
- e) Conceptualizing and executing recruitment and fundraising campaigns, to maximize user engagement
- f) Use of primary / secondary market research data towards targeted marketing
- g) Monitoring and archiving media mentions across print and digital platforms

Additional Responsibilities:

- a) To provide support towards Talent sourcing in the selection of highest quality of candidates
- b) To provide support to the larger Communications team during events and campaigns

IV. Knowledge and Technical Skills

- Excellent communication skills
- Writing skills and experience in writing

V. Competencies and Abilities

- Organizational and execution skills
- Creative thinking ability
- Ability to deliver under pressure
- Strong on resourcefulness

VI. Education and Experience

- Graduate/Postgraduate
- Experience - in PR/ Media/ Advertising is a bonus