

# Communication (PR and Content Writing) and Graphic Designer, Associate

Location, Mumbai or Delhi

## I. Background:

Aangan works with children in dangerous situations like child trafficking, child marriage, hazardous work and abuse. Our prevention model targets 100 "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 are better equipped for healing, recovery and return to family life.

## II. Position Summary

To lead Aangan's communication and drive media awareness and PR. The Communications Associate will be responsible for documenting, capturing and writing stories from the field to pitch to the media and to share with an internal audience. S/he will also conceptualize and execute campaigns along with the other team members and design all marketing and communication materials for Aangan. S/he will be responsible for the design of campaigns, events, the website, social media campaigns, merchandise and collateral.

This position is critical in shaping the external perception of Aangan's brand, spreading awareness about our work, and inspiring others to join.

## III. Key Responsibilities and Duties

Primary responsibilities include but are not limited to;

- a) Writing and redefining the content and communication for Aangan's website, brochures, reports, and other important documentation
- b) Working with the team in creating Aangan's brand, and training other team members on communication guidelines
- c) Writing articles for newspapers and digital sites
- d) Leading Aangan's blog
- e) Capturing, conceptualizing, and writing inspiring stories from the field
- f) Conceptualizing and setting the design vision for key events at Aangan
- g) Creatively execute internal and external communication collaterals
- h) Engaging with media houses to run Aangan's stories
- i) To support media initiatives for Aangan
- j) Ideating and designing print, digital and social media campaigns
- k) Conceptualizing and executing campaigns
- l) To build brand awareness across relevant mainstream and innovative media spaces

## Additional Responsibilities:

- a) Achieve media mention targets across publications
- b) Vendor management
- c) Engage with external stakeholders and create partnerships and tie-ups for communications
- d) Use primary and secondary research towards targeted communications
- e) To provide support to Talent Resource function in the selection of candidates
- f) Will manage and support all Communication Interns

## IV. Knowledge and Technical Skills

- Excellent communication skills

- Writing skills and relevant experience
- Complete knowledge of Photoshop and Coreldraw / Illustrator/ Indesign
- Working knowledge of Flash would be an asset
- Basic knowledge in video and photography

## **V. Competencies and Abilities**

- Creative thinking ability
- Organised and ability to deliver under pressure
- Strong on resourcefulness
- Highest attention to detail and quality of finish

## **VI. Education and Experience**

- Academic training in Graphic Design, Art or Applied Art
- A degree in Design with relevant experience in a creative industry will be considered
- Experience in content writing/ journalism