

Job Description: Communications Head

Nature of employment: Full-time

Reporting to: Chief of Staff

Location: New Delhi, Delhi

About Peepul

Peepul is an education-focused non-profit organisation committed to transforming India's education system and enabling every child to reach their full potential. We work closely with national, state, and local governments to transform government schools and government systems. Currently, we work with governments in Delhi and Madhya Pradesh to meaningfully have an impact across ~325,000 teachers and 9.75 million+ students across 100,000+ schools.

At Peepul, we collaborate with school systems to build the capacity of leaders, teachers, and institutions. We advocate for policy improvements, support mentoring and monitoring, and enhance student-teacher engagement in classrooms. Our work has been recognised internationally, including receiving the Commonwealth Education Awards for Innovation and being featured in reports by respected organisations like the UN and the National Ministry of Education, India, and we are well-funded by both Indian CSR and prominent international Foundations working toward a common purpose of excellent education for the most disadvantaged sections of society.

Driven by our core values of impact, excellence, and leadership, we are a restless, resilient, and reflective organisations. Our team of 200+ employees is passionate about creating lasting change and is rewarded competitively for their dedication. Join us in our mission to create a world where every child has equal access to high-quality education. Learn more about our transformative work at <http://peepulindia.org>.

About the role

We are seeking a passionate, innovative, and strategic Head of Communications to spearhead the development and execution of Peepul's communication initiatives. This leadership role involves developing a comprehensive communications strategy that aligns with Peepul's strategic objectives, enhancing the organisation's public profile by building an external brand, and effectively engaging a range of stakeholders. The successful candidate will possess a blend of visionary leadership and practical experience in communications management and be capable of driving our communications efforts to new heights.

Responsibilities would include (including but not limited to):

Strategic Leadership:

- Craft and lead the execution of an innovative, forward-thinking communications strategy that aligns with Peepul's overarching goals and maximises impact.
- Sustain and enhance high-level partnerships with government and other key stakeholders to boost communication effectiveness and strengthen existing collaborations.
- Collaborate closely with programme and functional teams to generate compelling content for donor communications, funding proposals, and stakeholder engagements.

Operational Excellence:

- Develop and refine key messaging materials to ensure consistency and alignment with strategic objectives across all platforms.
- Produce and oversee the preparation of high-quality materials for external meetings, presentations, and speaking engagements.
- Author and oversee the production of articles and stories that highlight Peepul's initiatives and successes.
- Maintain rigorous standards of branding and messaging coherence across all communication channels.
- Design and produce innovative multimedia content that aligns with and enhances the organisational narrative.

Brand Strategy and Engagement:

- Formulate and execute a comprehensive brand strategy that clearly defines positioning, messaging, and targeted outreach goals.
- Create and disseminate impactful content across various external channels, optimizing audience engagement and organisational visibility.
- Drive digital marketing initiatives and public relations campaigns.

Team Leadership and Development:

- Build, mentor, and lead a communications team dedicated to excellence and innovation.
- Set clear team goals, provide continuous performance feedback, and promote professional development to enhance team capabilities and drive superior results.
- Foster a collaborative, inclusive, and motivating work environment that encourages creativity and best practice sharing among team members.

Qualifications and Role Requirements:

At Peepul, we seek talented professionals passionate about driving educational transformation and making a positive impact. We are looking for individuals who possess the following qualifications and meet the role requirements:

- **Educational Background:** Post-graduate in Journalism, Mass Communication, Digital Printing, Media Publication, Film Production, or Image Processing.

- **Work Experience:** We value both professional and personal experience. Candidates with 10-15 years' experience in media relations, journalism, communications, social impact space or related field. Relevant experience in content editing, post-production of digital content, and short films are preferred. Prior experience in the education field will be an added bonus.
- **Other 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. Skills in design software, blogging software, social media platforms and editing content desired.
- **Language Proficiency:** English and Hindi

How to apply

To apply for a position, click on the application link [here](#).

You will be required to upload:

- **Your CV:** Please ensure that your CV provides relevant information about your professional and personal experience and details of your academic qualifications. CVs can be one to two pages in length.
- **A cover letter:** We highly encourage you to use your cover letter to showcase your specific interest in working for Peepul and demonstrate how your qualifications align with the role you are applying for. A tailored cover letter holds significant importance in Peepul's recruitment process as it enables us to comprehend your motivations for the position, your relevant skills, and the clarity of your writing.

For any further queries related to our hiring process and timelines, please contact us at recruitment@peepulindia.org.