

Job Description: Communications Associate

Nature of employment: Full-time

Reporting to: Chief of Staff

Location: Raipur, Chhattisgarh

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>.

Programme Overview

Peepul is providing support to the Department of Public Instruction, Government of Chhattisgarh, through a World Bank funded 3-year project.

The project aims to enhance educational outcomes with supplementary financial support and improve the quality of education at the foundational, secondary, and senior secondary levels of schooling.

Under the results Area 'Decentralized school development and management for efficient and effective operation' and 'School leadership development', Peepul will support in developing and providing in-service academic and administrative leadership training to school principals, head teachers, CRCs, BRCs, DEOs, BEOs, Principals of DIETs, IASE and CTE

with special emphasis on Educational Policy & Planning, Conflict Resolution, Disaster Risk Management (DRM) and School-Related Gender Based Violence (SRGBV).

Peepul will support to develop a School Performance Evaluation (a school social audit tool) that the communities will use via school management committees to provide periodic feedback on the performance and operations of select model schools, envisioned to be scaled up to more Government schools in the state.

Scope of Work

The end-state vision for this 3-year transformation project has three key objectives:

- a. Creating **SIEMAT as a vibrant institution** and high-functioning mid-level officials that strongly support school leadership in the state.
- b. Creating **highly skilled and motivated school leaders** who enable teachers, parents and students to perform and achieve meaningful teaching-learning in schools.
- c. Creating a **regularly functioning School Social Audit Tool** as a strong community-driven accountability mechanism (via the School Management Committee) to provide insights on strengths and improvement areas for continuous improvement of schools and the school leadership in the state.

About the role

The Communications Associate role includes - promoting the mission and vision of Peepul with an emphasis on enhancing understanding of the organization's work; driving organizational and communications objectives; co-ordinating with teams to create, collate and deliver textual, audio and visual content; ensuring consistency in all communications; building external and internal stakeholder trust and advocacy; building media relationships.

Responsibilities would include (including but not limited to):

- **SIEMAT Transformation and Mid-level Capacity Building**
 - Support in the vision-setting and transformation roadmap for the SIEMAT
 - Co-ordinate with teams to collect and create content for periodic donor reports and proposals
 - Co-ordinate with teams and stakeholders to collect / create quotes, testimonials, pictures for donor social media
 - Support donor visits
- **School Leader Capacity Building**
 - Develop and execute the communications strategy.
 - Create, develop and update training materials, resources, and calendar for school leaders.

- Prepare content/materials for external meetings and speaking engagements (i.e PowerPoint presentations, talking points, etc.)
- Maintain consistency in branding and messaging across all communications
- **Social Media:**
 - Engage with all volunteers and staff in the official social media pages.
 - Use the platforms for employee and volunteer motivation and to create awareness about our work.
 - Conceptualize and create posts for the page: minimum 4 posts / week.

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 2-3 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.