



Head Communications

Department: Purpose and Resource Mobilization

Location: Head Office, Mumbai

Level: General Manager

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Information Links

www.educategirls.ngo

[Founder Safeena's TED Talk , April 2019](#)

[2023 WISE Prize in Education](#)

[Worlds First Development Impact Bond in Education](#)

[First TED Audacious Project to be chosen from Asia](#)

Join Us in Transforming Lives: Head of Communications at Educate Girls

Educate Girls is on a mission to change the future for millions of adolescent girls and young women in rural India. Established in 2007, Educate Girls is a non-profit organization dedicated to mobilizing communities for girls' education in India's rural and educationally backward areas. Strongly aligned with the 'Right to Education Act' (RTE), 'Samagra Shiksha,' and the National Education Policy 2020, Educate Girls is committed to advancing the government's vision of improving access to education for girls.

In partnership with state governments and powered by thousands of community-based gender champions, Educate Girls has developed a holistic, community-driven program. This initiative identifies out-of-school girls aged 6-14, enrolls and retains them in school, and enhances foundational literacy and numeracy skills for all children. Additionally, Educate Girls offers a second-chance program for adolescent girls and young women aged 15-29, providing life skills, agency, and educational credentials through open schools (Grades 10 and 12).

Educate Girls currently operates in over 29,000 villages across Rajasthan, Madhya Pradesh, Uttar Pradesh, and Bihar, in collaboration with the government. To date, we have mobilized over 1.8 million girls for school enrolment and supported over 2.2 million children with remedial learning.

Looking ahead, by 2025, Educate Girls aims to mobilize 1.56 million out-of-school girls for enrolment. By 2035, our vision is to empower 10 million learners through education, bridging the gap between schooling and life opportunities. By linking education directly to skilling and jobs, Educate Girls is equipping these young women to contribute meaningfully to the economy and to have a voice and agency in their futures.

Our mission for the next 10 years is to transform 10 million lives –we need you to help us plan this journey

Your Role: Head of Communications

To transform the lives of 10 million girls over the next decade, we must elevate Educate Girls' mission on a global scale, securing essential financial resources by engaging the right audiences. As the Head of Communications, you will need to chalk out the path, crafting and executing a dynamic communications strategy that elevates our mission, expands our reach, and plays a pivotal role in advancing our vision and achieving our fundraising goals.

Key Responsibilities:

Strategic Planning, Brand Management & Storytelling

- Develop and implement a comprehensive communications strategy with clear, measurable objectives aligned with our mission.
- Ensure consistent representation of our brand across all channels, crafting compelling narratives that resonate with and engage diverse audiences.

Stakeholder and Media Engagement

- Create impactful communication materials for fundraising, advocacy, and awareness campaigns.
- Proactively engage with donors, volunteers, partners, employees, and other key stakeholders to strengthen relationships and drive support.
- Build and maintain strong relationships with media outlets, managing both proactive and reactive press interactions to increase our media presence.

Content Creation and Digital Marketing

- Oversee the production of high-quality content across various platforms, including our website, social media, newsletters, and print materials.
- Develop and execute digital marketing strategies focused on both fundraising and awareness to boost our online presence and audience engagement.

Team Leadership and Performance Monitoring

- Lead, mentor, and develop a team of communications professionals, fostering a culture of excellence and continuous improvement.
- Promote professional development within the team to ensure ongoing skill enhancement and innovation.
- Analyze and report on the effectiveness of communication strategies, providing regular updates to the executive team, and managing crisis communications as needed.

Apply if you have:

- 10+ years of experience in communications, with at least 5+ years in a senior communications role
- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, or a related field; an advanced degree is preferred.
- Proven success in developing and executing comprehensive communication strategies with measurable outcomes.
- Excellent written and verbal communication skills, with a strong ability to craft compelling narratives.
- Deep understanding of digital marketing, social media, and their role in advancing organizational goals.
- Extensive experience in media relations and public relations, including managing press interactions.
- Ability to manage multiple projects simultaneously in a fast-paced environment.
- Strong leadership and team management skills, with a commitment to professional development.
- Creative and innovative thinker, with a track record of driving impactful communications initiatives.

Attributes to be successful in this role at Educate Girls:

- Passionate about girls' education and deeply aligned with our core values.
- Exceptional communication skills, with the ability to inspire and engage a wide range of audiences.
- Resilient and adaptable, thriving in a fast-paced, dynamic environment with multiple priorities.
- Demonstrated ability to work effectively under pressure and manage crisis communications with composure.
- Commitment to fostering a diverse and inclusive team culture.

[Apply Now!](#)

If you are passionate about making a difference and possess the skills to drive our communications to new heights, we encourage you to apply!