



Content Manager - Linkages

Department: Pragati Team | Program Design
Location: Mumbai
Work Type: Full-time Employee

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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](#)

Our Core Values : Integrity | Collaboration | Gender Equality | Empathy | Excellence

About Educate Girls:



- Established in 2007, Educate Girls' is a non-profit that focuses on mobilizing communities for girls' education in India's rural and educationally backward areas. Educate Girls' scalable, replicable and sustainable program model resides on top of India's 'Right to Education Act'.
- From a 500-schools pilot in 2007, Educate Girls has metamorphosed into a 24,000+ schools, over 18,000 villages across more than 33 districts in the states Rajasthan, Madhya Pradesh, Uttar Pradesh & Maharashtra.
- Since inception, Educate Girls has enrolled 1.4+ million Out-of-school girls (OOSG); 1.9+ million children have benefitted from the remedial learning curriculum. Over 18.6 million total beneficiaries have been impacted from Educate Girls' program model. For more information log on to www.educategirls.ngo
- **In the next 10 years, Educate Girls aims to build one of the largest second-chance program - Project Pragati** - for adolescent girls and young women. The objective of Pragati is to create an ecosystem to enable 10th grade credentialing and access to better life chances for adolescent girls and women who have dropped out of the formal school-system. The goal is to transform 10 million lives in the next 10 years. For more information about the project, visit <https://www.educategirls.ngo/project-pragati/>

Job Description



1. Content Management and Development

- Support the design and development of content focused on life skills, job opportunities, schemes, and entrepreneurial pathways for rural women, ensuring relevance and practicality.
- Coordinate with subject matter experts, external consultants, and internal teams to gather insights and integrate feedback, ensuring that all content aligns with program goals.
- Ensure timely testing / piloting of content by the field team and share insights with all relevant stakeholders for changes and improvements.
- Leverage expertise in local languages and context to ensure content is accessible and contextually relevant for learners.
- Act as a liaison between the content creation team, the Program Manager, and other relevant teams, ensuring smooth flow of information and alignment on content goals.
- Gather input from internal teams, including training, design, and operations, as well as from external consultants, incorporating diverse perspectives into content development.
- Work closely with the communications and design teams to provide necessary content specifications, ensuring that all materials meet Educate Girls' quality standards.

2. Training Support

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- Collaborate with the training team to ensure they receive relevant life skills and livelihood content on time for successful delivery.
 - Provide support in training delivery as needed, stepping in to conduct specific modules or sessions on topics like life skills, job readiness, or scheme accessibility in a timely and organized manner.
 - Ensure training materials and agenda are fully aligned with content objectives, supporting learners' practical understanding and skill development.
3. Quality Assurance
- Contribute to the creation of success metrics, indicators, and outcomes for content-focused program phases.
 - Collaborate with the impact and audit team to develop tools for baseline, endline, and formative assessments, ensuring that all evaluations align with the program's objectives.
 - Work alongside the content and assessment teams to ensure assessments and mock tests reflect program goals, supporting meaningful tracking of learner progress.
4. Relationship Management & Leadership
- Act as a central point of contact for stakeholders, fostering strong working relationships and open communication.
 - Champion a collaborative and supportive work environment, motivating team members and stakeholders to contribute effectively.
 - Build and maintain effective relationships across all internal teams, including design, training, operations, and the communications team, and with external consultants involved in content creation.
 - Gather feedback from all relevant stakeholders at the end of every module delivery, integrating their insights to enhance content quality and relevance.

Apply if you have:

- Experience: Minimum of 6-8 years in content creation, life skills education, or a related role, ideally within the social sector with a focus on rural livelihoods or women's empowerment.
- Proven experience in managing life skills and livelihood content for rural communities, especially for job readiness and life skills. Comprehensive understanding and proven experience of having worked with state / central governments in India on aspects of EEET linkages is a must.

Attributes to be successful in this role at Educate Girls:

- Are passionate about the cause & align with our Core Values
- Proficiency in computer applications, including Windows and Microsoft Office (Outlook, Word, Excel).
- Project Management Skills: Strong project planning, resource management, and timeline adherence skills.
- Relationship Management: Excellent interpersonal skills with experience in managing relationships across diverse teams and stakeholders.

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- Language proficiency: Reading, writing and spoken proficiency in Hindi and English are mandatory.
- Attention to Detail: Ability to track and manage detailed aspects of content creation.
- Strategic Vision: Capable of seeing the big picture, aligning content goals with program impact.
- Willingness to travel frequently (5-7 days per month) to the field for observations, training and other operational support

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<https://forms.gle/5Wk4ggLx2U5vwUSR9>