



Manager – Global Brand & Digital Communications

Department: Purpose and Resource Mobilization

Location: Head Office, Mumbai

Level: Manager

APPLY HERE

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:

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 nonprofit organisation dedicated to mobilising 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, in collaboration with the government, currently operates in over 29,000 villages across Rajasthan, Madhya Pradesh, Uttar Pradesh, and Bihar. To date, we have mobilised over 1.8 million girls for school enrolment and supported over 2.2 million children with remedial learning.

Our vision is to empower 10 million learners through education by 2035, 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 have a voice and agency in their futures.

Our mission for the next 10 years is to transform 10 million lives – *this role is an integral part of this journey*

The Role: Manager Global Brand & Digital Communications

We are seeking a dynamic and strategic Manager - Global Brand & Digital Communications to lead our brand development, creative execution, and digital communications on a global scale. This role will ensure strong brand positioning, oversee creative content production, and drive digital engagement across multiple international platforms. The ideal candidate is a creative leader with experience in global branding, storytelling, and digital media strategy.

Key Responsibilities:

1. Global Brand Development & Creative Execution

- Establish and maintain a strong global brand positioning that aligns with Educate Girl's mission, vision, goals, and values.
- Define, refine, and enforce the brand's tone and voice to ensure consistency across all global communication channels.
- Oversee creative direction of all communication collaterals, ensuring high-quality design, messaging, and storytelling that resonates with diverse international audiences and stakeholders
- Lead the production of video content, including storyboarding, scripting for documentaries, short films, and impact stories, to enhance brand awareness and engagement.
- Collaborate with external agencies, designers, videographers, and other vendors for creative execution and production needs.

2. Global Digital Communications & Online Presence

- Develop and execute a strategic global social media plan to engage and grow both Indian and international audiences across various platforms, including omni-channel campaigns.
- Maintain and enhance the organisation's digital presence, ensuring accessibility, user experience, and alignment with global brand strategy.
- Oversee website content, design, and performance optimisation to ensure a seamless and engaging experience for global audiences, while managing external vendors
- Manage and curate the organisation's blog, crafting compelling updates, insights, and success stories highlighting global impact and initiatives.
- Monitor and analyse digital metrics , providing data-driven insights to refine strategies and maximise engagement and reach.

3. Stakeholder Communication

- Ensure impactful communication with key stakeholders, including donors, partners, internal teams, and field staff
- Manage internal branding and communication, aligning teams with key campaigns and brand initiatives.
- Work cross-functionally to streamline brand messaging across events, donor materials, and organisational updates.

4. Team Management

- Manage and mentor a team of two resources, including a designer
- Provide guidance, feedback, and professional development opportunities to team members
- Ensure effective collaboration and communication within the global team to meet project deadlines and quality standards.
- Delegate tasks effectively while maintaining oversight of deliverables and performance



Apply if you have:

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field.
 - 5+ years of experience in brand management, digital communications, or creative strategy.
 - Proven expertise in global brand positioning, storytelling, and content creation across digital and traditional platforms.
 - Strong project management skills with the ability to manage multiple priorities.
 - Experience working with global design tools, video production, and digital marketing analytics.
 - Excellent written and verbal communication skills both English and Hindi is a must
 - Ability to collaborate with cross-functional teams and external partners across different regions.
 - A passion for innovation, creativity, and continuous improvement in branding and digital engagement.
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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 fast-paced, dynamic environments with multiple priorities.
- Committed to fostering a diverse and inclusive team culture with strong cultural sensitivity.
- Strategic thinker and problem-solver with a focus on creativity and innovation.

Apply Now!

<https://forms.gle/MTL8fBCfU5DmzaZZ7>

Join a mission-driven organisation making a meaningful global impact while leading and innovating in a fast-evolving international digital landscape.