



Position: Program Manager, Digital Communications
Location: Delhi

Founded in 2012, Central Square Foundation is a non-profit philanthropic foundation working with the vision of ensuring quality school education for all children in India. We are driven by our mission to transform the school education system with a focus on improving the learning outcomes of children, especially from low-income communities.

We believe that effective foundational learning is essential for better learning outcomes for all children in school. Development of foundational literacy and numeracy skills by Class 3 can help children progress to higher levels of learning which is an essential building block for creating equal access to opportunities needed for leading a better life.

In order to achieve this, we partner with individuals and social impact organizations to bring innovative solutions in education, as well as work with the government to drive systemic impact. We also collaborate with the ecosystem to leverage knowledge and create proven tools around critical issues such as early learning, technology in education, classroom instruction methods and governance.

CSF's team members bring a deep sense of commitment and passion towards our collective vision that every child deserves quality education. We strive for excellence in everything we do and collaborate to create an impact as we move closer to achieving our mission. We encourage an entrepreneurial outlook that evokes new and bold ideas along with taking smart risks. CSF provides a dynamic, learning and positive environment that is driven by our strong sense of values.

Position Summary

The Strategic Communications team at CSF is driven by the opportunity to strengthen CSF's thought leadership in education and to pioneer thinking in the areas of foundational learning, EdTech and systems approach in education. CSF is seeking a Program Manager, Digital Communications who will be responsible for implementing the digital communications strategy, with a focus on social media management, campaign implementation, and coordination of digital content partnerships.

The incumbent will produce content for different social media channels, monitor performance, participate in the design and implementation of digital communication campaigns and collateral. In addition, the incumbent will be responsible for coordinating and managing partner/vendors and providing them with timely and relevant information.

The role will report to the Senior Program Manager, Strategic Communications.

Key responsibilities include, but are not limited to:

- **Digital Communication:**
 - Monitor and track social media networks to analyze feedback from users and provide them with more information when required.
 - Keep CSF's social media channels up-to-date.
 - Identify key influencers and partners that can help amplify CSF's voice and interact with them on regular basis.
 - Support online reputation management.
 - Design and implement online marketing plans for social media.
 - Be familiar with WordPress and/or the use of CMS for websites.

- **Content Production:**
 - Produce advocacy and communication materials (e.g. images, video, Facebook posts, tweets, photo galleries, social media packages, newsletters, etc.) on CSF's key priority areas.
 - Recommend appropriate communication materials for use on digital platforms.
 - Coordinate inputs from program leads and make sure the narrative in communication materials is aligned with CSF's priorities.
 - Support in drafting and editing content for digital media channels, as appropriate.
 - Establish or maintain an up-to-date documentation centre for communication materials including publications, photographs, audio-visual materials, web resources etc.

- **Campaign Management:**
 - Produce concept notes and briefings for the selection of creative agencies to be engaged in the design of digital campaigns.
 - Liaise with agencies and partners and provide the information required.
 - Follow up on campaign implementation and performance.
 - Create monitoring reports using social media analytic/listening tools and assist in the evaluation process, by working on creating TOR, establishing indicators, doing desk reviews and other tasks as required.

- **Monitoring and evaluation**
 - Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences, and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of online/social media materials. Maintain a library of coverage (clippings, coverage etc.)

- Monitor the public perception of CSF and our impact areas on digital platforms and recommend appropriate action to maintain a positive image for the organization and support to the issues it promotes. For this, experience of social media analytic/listening tools will be required.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Produce reports in order to measure and optimize social media marketing and brand positioning.
- Undertake lessons learned, review of successful and unsuccessful communication experiences as directed by supervisor.

Required Qualifications, Skills and Abilities:

- University degree in Mass Communication, Public Relations or similar.
- Three to four years of professional experience in handling social media channels and listening/social media analytics tools, liaising with partners and creating content for agencies/ development organizations/website maintenance.
- Hands on experience in graphic/animations/photo shop
- Experience in handling mid- to large- campaigns (multi-channel) would be a preference

Desired Qualities

- Entrepreneurial spirit and 'can-do' attitude
- Operating style suited to working in a small-organization setting, where teamwork and resourcefulness are highly valued
- Excellent leadership skills, including ability to manage multiple projects at a time

Compensation

Remuneration will be competitive with Indian philanthropy pay scales and will depend upon the candidate's experience levels.

Apply

Interested candidates can click on the [Application Form](#) and fill the required details in the form.