Position: Project Manager/Project Lead, TicTacLearn - Government Projects
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

India Content Accelerator Project (ICAP), branded as TicTacLearn (TTL), is an initiative, jointly funded by Google.org and CSF, that aims to create high quality, curriculum aligned and pedagogically sound digital content in multiple Indian languages and make it easily available at no cost to a large number of learners across schools in India. The key outcomes of TTL will be:

- Comprehensive repository of digital content for Math and Science (covering grades I to X for Math and III to X for Science)
- Aggressive dissemination (free of cost) of content through YouTube, DIKSHA, state and private partnerships.

The Project Manager / Project Lead will directly report to the Senior Project Lead / Director of the Government Projects Team at CSF.

**Key responsibilities include, but are not limited to:**

- **Marketing strategy**
  - Build the B2C marketing strategy for digital media (e.g., YouTube and Facebook) and other technology platforms where our product fits in
  - Work closely with a digital marketing agency and internal strategic communications team to get the above plan implemented
  - Apply latest research theories and deploy innovative data collection and analysis methods to identify key trends in dissemination and usage of TicTacLearn content

- **Project management**
  - Support in building and implementing the dissemination strategy for TicTacLearn content
  - Manage the content creation lifecycle and content database by managing external stakeholders
  - Manage external stakeholders through all phases of video publishing on web platforms and work in close coordination with external consultants to meet timelines set for the project

**Required Qualifications, Skills and Abilities**

- Bachelor’s degree required, Master’s degree preferred
- A basic understanding of how web applications work is preferred, but not mandatory
- Basic knowledge of digital marketing (SEO optimization process, Google analytics, YouTube analytics, YouTube marketing best practices, Google ads etc) is preferred, but not mandatory. Should be ready to learn.
- Proficient in Excel and PPT creation
- Minimum 2-3 years of work experience with demonstrated success in the key
responsibilities mentioned above
- Preference for candidates with experience in educational content creation space
- Demonstrated interest in social enterprise sector
- Ability to work independently and proactively, without support staff and with little supervision
- Strong written and verbal communication skills and presentation skills
- Strong planning and organizational skills, and an ability to be able to set priorities, plan timelines and meet deadlines
- Eye for detail

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.