



Position: Program Manager, Strategic 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 achieving foundational literacy and numeracy skills by Class 3 is essential for better learning outcomes for all children in school. We also believe in leveraging technology to improve foundational learning in primary classes and provide remediation support in upper primary and middle school. 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 collaborate with the ecosystem to leverage knowledge, build evidence and create proven tools around critical issues such as early learning, EdTech, classroom instruction methods and governance.

CSF is also a grant-making organization and our grant-making approach aims to bridge these gaps by sourcing and supporting an ecosystem of nonprofits that are focused on enhancing the quality of K-12 education for low-income communities.

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 works to plan and implement all communication activities for the foundation. That includes building salience on the key impact areas of foundational learning, EdTech and private school governance. The team actively collaborates with these issue teams and other horizontals such as Policy and Advocacy, Grant-making and Research in creating surround sound on important topics and in developing high-quality and well-researched content for various owned, earned and paid communication platforms. As part of its activities, the team works closely with journalists and media houses; partners like social media platforms, creative and advertising agencies; and government partners by providing them technical and advisory support on strategic communications.

The Program Manager, Strategic Communications will be responsible for content creation and management of CSF digital assets including social media and newsletters. S/he will actively work across our impact areas to develop content, campaigns and provide communications support to various teams. The incumbent should be able to come up with

ideas, have strong writing and creative skills, and be able to work seamlessly in different formats and across platforms. In addition, the incumbent will be responsible for knowledge management, coordinating and managing partners/ vendors and providing them with timely and relevant information. The Program Manager, Strategic Communications role directly reports to Senior Program Manager, Strategic Communications.

Key responsibilities include, but are not limited to:

1. Content creation and campaign management

- Lead content creation and development for print and digital media (posts and creative copies for social media, creative content for posters/ leaflets, video films, blogs and articles for website/ newsletters) and other relevant content for the audience segments
- Writing and editing –feature articles, reports and other media content for website and newsletters
- Produce concept notes and briefings for the selection of creative agencies to be engaged in the design of digital campaigns
- Support in drafting and editing content for digital media channels, as appropriate
- Liaise with agencies and partners and provide the information required
- Create monitoring reports using social media analytic/listening tools and assist in the evaluation process, by working on creating TORs, establishing indicators, doing desk reviews and other tasks as required.
- Manage relationships with deliverables of external agencies, partners and vendors, content development, website and other ongoing requirements

2. Campaigns and media relations

- Develop, implement, and evaluate campaign plans and influencer engagement campaigns across the three main issue areas of Foundational learning, EdTech and Private school governance
- Identify opportunities for media activities around campaigns and important external and internal events
- Manage media contacts and respond to media queries, if required

3. Managing CSF owned communication assets and platforms:

- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and the foundation's annual report
- Support website design, development and maintenance—ensure that new and consistent information (about CSF work, article links, stories, and events) is posted regularly
- Ideate and create innovative communications vehicles to create momentum and maximize stakeholder engagement and increase key message efficacy

- Manage and regularly update CSF databases and digital media analytics dashboard (newsletter, website and social media performance)

Required Qualifications, Skills and Abilities:

- Bachelor's degree required; Master's degree preferred in Mass Communication, Journalism, Public Relations, Health Communications or related fields
- 3-5 years of work experience with demonstrated success in ideation, creative and content writing, campaigns, and digital media
- Excellent writing/ editing and verbal communication skills
- Ability to synthesize content inputs from various individuals and write coherent and engaging content piece customized for different communication vehicles
- Knowledge of a wide range of media outlets, including print and digital and the ability to create a pitch and engage actively with media for generating coverage on important issues and topics

Desired Qualities

- Creative and analytical thinking, and ability to ideate and articulate creative ideas
- Entrepreneurial spirit and a strong 'bias to action' attitude
- Operating style suited to working in a small-organization setting, where teamwork and resourcefulness are highly valued
- Ability to work proactively, with little supervision
- Ability to build and maintain positive and collaborative relationships both within and outside the organization
- Planning and organizational skills, and an ability to be able to set priorities, plan timelines and meet deadlines

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.