



## Makkala Jagriti is hiring!

**Role – Manager, Communications | Location : Bangalore**

Here is a great opportunity to make a meaningful impact and help marginalized children gain access to holistic education. We are keen to meet a candidate who is dynamic, competent with expertise in communications, to play a key role in spreading awareness of Makkala Jagriti's work. You will have scope to self-start, value add and build a robust communication strategy and implementation processes.

Makkala Jagriti also known as MJ, provides a conducive work culture that promotes one to think on one's feet, innovate, experiment and evolve ideas to value add to the core purpose of MJ.

## Job Description

### 1 FUNCTIONAL RESPONSIBILITIES

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- Building a robust Communication Strategy toward visibility building, branding and impactful communication
- Managing MJ's branding and messaging
- Overseeing the designing and developing collaterals like brochures, posters, postcards etc.
- Implementation Processes
  - Communication Calendar (social media, blogs, mailer updates to volunteers, donors & news articles)
  - Pitching story ideas and securing coverage in regional, national, international and industry media
  - Planning and implementing result-oriented campaigns on Social media and other media

- Manage all online content, including organization's website, social media
- Writing proposals for fundraising to attract potential funders/donors
- Represent and organize conferences and industry events, develop end to end event plan
- Generating Reports
  - Preparing reports summarizing performance and impact for external and internal audiences
  - Writing the Annual Report and overseeing the design process

### **Extended Leadership Team (XLT)**

- As member of Extended Leadership team, contributing to overall organization direction and growth
- Responsible for collective decision making for org level decisions as part of XLT
- Taking up and leading organization initiatives where required

## **2 KNOWLEDGE, SKILLS AND EXPERIENCE**

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- Masters' Degree in communication preferably
- Possess strong written and verbal communication skills
- Be a skilled designer and editor of written and visual presentations
- Strong experience using common design and video editing software
- Have a strong knowledge of website management and email marketing platforms
- Possess strong interpersonal skills and be able to confidently provide communications-related guidance to program team and leadership
- Languages : English and Kannada (read/write/speak)
- Work Experience
- 4-5 years of work experience preferable if worked in non-profit organisation
- Preferable to have prior experience working with media
- Possess outstanding project management skills and have the ability to work in a fast-paced, team environment and manage multiple priorities, projects and deadlines

### 3 COMPENSATION

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Based on the competence and skills, an exciting package will be worked out.

### 4 SELECTION PROCEDURE

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Please send in your latest resume with a one page cover letter to [headoffice@makkalajagriti.org](mailto:headoffice@makkalajagriti.org) , and copy [hrmj@makkalajagriti.org](mailto:hrmj@makkalajagriti.org)

#### **About Makkala Jagriti**

For the last 17 years, Makkala Jagriti has done extensive work in creating a holistic learning platform in order to ensure marginalized children and youth access quality education.

Establishing Holistic Development Learning Centres inside Government Primary Schools, Government Childcare and Protection Homes, Urban poor communities & Anganwadis has given a strong edge to evolve, influence and partner with the Public Education System as well as community leaders.

Our core purpose has been to facilitate and inspire children and youth through a journey of self-discovery, which encourages them to explore their innate strength and potential. In order to create the right ecosystem for children to learn and grow, we believe it is important to work with parents and teachers.

Today, Makkala Jagriti has built a strong organization with over 80 employees with systems and processes to reach out to 18000 children & youth across more than 250 learning centres in 5 districts in Karnataka on a daily basis.

Over 17 years, Makkala Jagriti has impacted thousands of children gradually inching towards a social movement by influencing the mindset of community people, liaising with educational departments, associating with international organizations for cross learning, engaging individual donors, corporate sponsors, volunteers, resources experts and consultants for achieving its purpose.

Our office is located at: Malleswaram Website : [www.makkalajagriti.org](http://www.makkalajagriti.org)