The Akanksha Foundation is a non-profit organisation with the mission “to build one of the most innovative school networks that empowers children from low income communities to maximise their potential”. Akanksha currently serves 10,000 children and 4000 alumni, through its 27 schools in Pune, Mumbai & Nagpur Metropolitan Regions in partnership with the municipalities.

Position: Associate, Marketing and Communications

Function/Team: Development and Communications

Location: Mumbai/Pune

Compensation: Based on skill sets, experience and sector standards

Position Summary: As the Associate, Marketing and Communications, you will be responsible for executing Akanksha’s Communications strategy which will include new promotion and marketing campaigns to create awareness about Akanksha and all its initiatives and projects. You will help in developing content for the annual report, Impact report and manage social media updates. You will also be responsible for creating content, scripting and filming of videos that are made for promotions for all organization requirements that include PR, talent recruitment, donor communication and internal meetings, retreats and training programs.

Reports to: Senior Manager, Marketing and Communications.

Overview of the Team: The Communications team at Akanksha works with external stakeholders for PR and events and partners with internal teams to create the overall brand and Communications strategies for the organization. The team consists of a Sr. Manager in Mumbai and two individual contributors, who manage content development for reports and social media. The team is also responsible for creating content for promotions for all organization requirements.

What your role will entail:

- Developing concepts and writing content for mailers and all collaterals.
- Coordinating and organizing events such as workshops and celebrations for children, teachers, staff and volunteers. Coordinating major events, for e.g. Annual General Meeting, Fundraisers.
● Developing and making presentations on Akanksha to various groups.
● Creating content and making video films, ad films, or print advertisements required by Akanksha.
● Coordinating public relations efforts with School Leaders in existing and proposed schools, including meetings once every quarter.
● Supporting the team in all the PR efforts like developing media lists, event plans, coordination.
● Compiling monthly updates about the organization and preparing the bi-annual newsletter.
● Helping in creating brochures, annual reports, visiting cards, pamphlets, and other publicity literature as and when required.
● Coordinating with the HR team for current vacancies and publishing the same on the Akanksha website and on other social networking sites.
● Utilizing social media to raise the organization’s profile.

What you need for this Position:

Experience:

● 0-2 years of relevant experience in Marketing & Communications role
● Demonstrated success in building strong and sustainable relationships
● Experience in the education/development sector preferred

Knowledge/Skills:

● Excellent verbal and written communication skills in English
● Knowledge of program design, monitoring, evaluation and reporting
● Knowledge and experience in working on design softwares like Canva, AI, Video editor, etc.
● Creativity and an ability to generate new ideas and content
● Highly motivated, persevering, achievement-oriented attitude
● Tenacity in seeking results and a high level of representational and negotiation skills.
● Proven ability to work as part of a team as well as Independently

Experience:

● Graduate in any discipline
● Post graduate in Marketing/Advertising/related fields preferred

Please send your resume to aneri.shah@akanksha.org.