



## **Pratham Infotech Foundation: Communications Associate**

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### **Position Summary**

Responsible for coordinating the communications output within a company. Creates and delivers emails, brochures, newsletters and other communication within and for PIF.

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### **Principle Duties & Responsibilities**

- Create company literature and other forms of communication
- Create marketing and promotional materials, both print and electronic
- Design and launch email marketing campaigns
- Recommend, implement and maintain site design and operation
- Promote products and services through public relations initiatives
- Develop marketing communications campaigns
- Create and deliver press releases, media relations content, case studies, newsletter content and social media content
- Research media coverage and industry trends
- Gather good news stories from program staff for use in all communication (internal & external)
- Conduct extensive media outreach

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### **Qualifications & Skills Required**

- BA or higher degree in marketing, public or media relations, communications, or related field, - or demonstrated min. of 1 yr experience in one or more of these areas
- Ability to think critically and analytically
- Highly organized, attention to detail, results oriented
- Exceptional verbal, written, & presentation skills in English and local languages
- Strong editing skills
- Ability to creatively find solutions to challenges
- Ability to anticipate, manage and resolve conflicts
- Team player with leadership skills, abilities and desire to interact with people at all levels
- Proficiency in Microsoft Office computer programs
- Basic design/layout experience desired
- Knowledge of electronic media such as Web sites, e-Newsletters and Social Media
  
- Demonstrated dedication to work effectively with underserved, at-risk, and vulnerable populations
- Ability to work effectively with community partners
- Must be able to travel independently between multiple work sites

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**Location:** Mumbai, with travel to surrounding areas.