



Communication & Marketing Associate

About Pratham InfoTech Foundation:

Pratham InfoTech Foundation (PIF) is a non-profit organization that works in India to bridge the digital divide, facilitate the adoption of information technologies (IT) in education, and equip disadvantaged youths with skills, tools and capabilities that the new global economy demands. An NGO that works to provide quality education to the underprivileged children of India. PIF runs IT based training, educational and community capacity building programs in underserved schools and communities.

Vision: “e-Education for all”

All people- regardless of social background, income level, geographic isolation, skill gap and educational qualifications- reap the social and economic benefits that information technologies promise to all in the new world in which information and technology touch every aspect of our life.

Mission: “Building a Nation that is Digitally Literate”

Aim to boost digital literacy, bridge digital divide, facilitate the adoption of information technologies in education, and equip disadvantaged youths with skills, tools and capabilities that the new global economy demands.

Position Summary

Responsible for the communication outputs internally as well as externally. Create and deliver emails, brochures, newsletters, annual reports along with handling the social media platforms and other brand awareness strategies.

Principal 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
- ✓ Promote products and services through public relations initiatives
- ✓ Develop marketing communications campaigns
- ✓ Create and deliver press releases, media relations content, case studies and newsletter

content

- ✓ Handle organization's social media content
- ✓ Gather good news stories from program staff for use in all communication (internal & external)
- ✓ Conduct extensive media outreach
- ✓ Responsible for corporate messaging development, distribution and follow ups.
- ✓ Proactively generate ways to advance the Company's brand in industry trade publications, digital media, speaking opportunities, conference participation and other forms of advertising
- ✓ Actively market and promote Company news and project development, property management and acquisition activities including formal press release distribution, article development / pitch, social media, etc
- ✓ Implement the annual marketing plan
- ✓ Ensure documents and marketing materials are current, accurate and properly reflect the brand and desired messaging
- ✓ Ability to creatively find solutions to challenges

Qualifications Required:

- ✓ Bachelor's degree in communications or higher degree in marketing, public or media relations, communications, or related field.
- ✓ Demonstrated experience with all types of social media (e.g. Facebook, Twitter, Instagram)
- ✓ Knowledge of electronic media such as Web sites, e-Newsletters and Social Media.
- ✓ Exceptional communication & presentation skills in English and local languages.
- ✓ Strong writing skills & Creativity in developing relevant marketing content.
- ✓ Working knowledge of design and implementation software necessary for the job function (PPTX, Prezi, MS office, PDF, Mail chimp, Google Analytics, LinkedIn, Facebook, Adobe InDesign platform or Adobe CC, Canva etc.)

Experience Required:

- Minimum 1 year of work experience, familiarity with field of philanthropy and nonprofit sector, preferred.

Location: Mumbai

Salary Range: As per industry standard.

Application Process:

Interested Candidates should share their detailed resume on hr@pif.org.in