

Position: Social Media and Communications Manager/Associate

Location: Noida

[Million Sparks Foundation](#) (MSF) is a tech-led education initiative focused on Teacher Capacity Building and aims to empower one million teachers by 2020. We believe that the role of education is to ignite a fire in every child and teachers are the sparks who do that. [ChalkLit](#) - MSF's mobile and web application platform provides bite-sized curriculum-linked resources to help teachers build their knowledge, and also plan and execute high-quality lessons. Currently, we are partnered with 6 states and have trained 2,30,000+ teachers across 80000 schools.

We are a young organization with an entrepreneurial culture. Our team requires a diverse group of passionate, self-driven, caring individuals who would like to contribute to this mission.

[Google](#) and [Central Square Foundation](#) are supporting MSF through grants for its work.

Position Summary

This person will be responsible for internal and external brand building and communication activities. Online engagement and mobilization of the ChalkLit community (through ChalkLit Wall) including all current & potential stakeholders will be the responsibility of Communications Manager/Associate.

Major Areas of work include :

1. ChalkLit Wall - A twitter-like community of teachers on ChalkLit application
2. Social Media handles of Million Sparks Foundation as well as the website
3. Brand Communication - including newsletters, media-coverage, annual reports

Key Responsibilities

Key responsibilities include, but are not limited to:

- Responsible for strategizing, designing and management of MSFs Social Media Campaigns
- Managing the social presence of MSF on Twitter, Facebook, LinkedIn, YouTube, MSF blog
- Writing/curating/ sourcing articles for MSF blog
- Fine-tuning of paid marketing/ communication campaigns with respect to deliverables, competition, and feedback
- Ensuring consistency of organizational voice in all social & print media channels, supporting communication-related to recruitment
- Tracking the online/PR social activity of leading education initiatives and updating the MSF team
- Tracking any mention of ChalkLit and Million Sparks Foundation on Media

- Curating Annual Reports and Newsletters to be circulated to all internal and external stakeholders
- Leading the ChalkLit Social Community on our application and ensuring the daily feed to the teachers is in line with the organization philosophy and relevant to the teacher community
- Mobilizing teacher community through online engagement
- Monitoring and evaluation of the teacher engagement on the application specifically the ChalkLit Wall in order to facilitate data-driven strategic decisions pertaining to the product
- Building strategies to determine the effectiveness of the syndicated channel feeds of ChalkLit app to impact teacher community

Required Qualifications & Skills

- Bachelor's or equivalent degree required. A Masters's degree is preferable.
- A minimum of 5 years of work experience, at least 2 years of relevant work experience in Media/Journalism for the managerial position and 2+ years of work experience for the associate position
- High level of fluency in either English or Hindi and medium level fluency in the other language
- Excellent writing and oral communication skills
- Demonstrable interest in social enterprise and education sector (prior experience in the development space specifically education is preferred)
- In-depth knowledge and understanding of social media marketing platforms (Facebook, Twitter, LinkedIn, YouTube, etc.) and how each platform can be deployed in different scenarios
- Understanding of how to meaningfully engage a community on a mobile application is preferred
- Dynamic working style with the ability to continuously improve based on user and peer feedback
- Creative and out of the box thinker; high social media footprint/ own blog is desirable though not mandatory

Application Process

Brewing coffee is what excites us. If you know how to do it, we would love to meet you at our office in Noida. Even if coffee's not your-cup-of-tea, we would love to have you if you believe in our mission and want to contribute. Do drop in a few lines or buzz us telling more about yourself or something you want to know about us. Our coordinates are given below:

hr@millionsparks.org

www.millionsparks.org