

Position: Communication Manager

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.

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

The person will work closely with the founders. As a Communication Manager, the role will be vital to bringing visibility of the organization in the education landscape and help attract right partners, investors/granters, team members and users. Person is expected to work in a fast-paced startup environment with a bias towards action and quick results.

The person will be responsible for

- (a) Managing the ChalkLit Wall through a team. The Chalklit Wall is a peer to peer, personalized, micro-social learning platform for a teacher and needs to be tightly integrated with other social media platforms.
- (b) Manage internal and external brand building and communication activities and online engagement/ mobilization on various online/ offline platforms.

Key Responsibilities

Key responsibilities include, but are not limited to:

- Coordinate the production of internal and external communications, publications and materials, and maintain house styles and editorial processes.
- Develop engaging content for articles, blogs, stories and social media channels.
- Responsible for end to end administration of Social Media Campaign.
- Managing the social presence of MSF on all social media platforms like - Twitter, Facebook, LinkedIn, YouTube, blog.
- Writing/curating/ sourcing/ proofreading articles for MSF blog.
- Support on developing a media strategy, drafting press releases, responding to media enquiries and building dialogue on social media.

Required Qualification, Skills & Qualities :

- 4 years or more of relevant work experience in Social Media/Journalism is a must.
- Past experience of handling a team is desirable.
- A degree or professional certification in digital marketing/ social media marketing is highly desirable.
- Proven work experience in managing organisational communication both internal as well as external.
- Good knowledge and understanding of social media platforms (Facebook, Twitter, LinkedIn, YouTube, etc.).
- Experience using product and user behaviour analytics tool (Google analytics, Firebase, Mixpanel etc).
- Good research, writing and oral communication skills.
- Creative and out of the box thinker; high social media footprint (own blog is desirable).
- Dynamic working style with ability to continuously improve based on feedback.
- Comfortable in using technology.
- Ability to take decisions based on facts and figures and analyse data from various sources to justify best course of action.
- Strong orientation to work and a curiosity to learn about ecosystem in the education/edtech. Prior exposure to education sector is an added plus.
- Bias towards action and comfortable working in a dynamic startup environment.

MSF offers an attractive compensation package for the Not for Profit sector, commensurate with the candidate's potential and experience.

How To Apply

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