



**Position: Communications Manager**

**Location: Noida**

Million Sparks Foundation 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

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We are a young organisation 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 position will report to the Senior Manager- Strategic Alliances & Partnerships .  
The person will be responsible for internal and external brand building and communication activities. Online engagement and mobilization of the ChalkLit community will be the responsibility of Communications Manager.

**Key Responsibilities**

Key responsibilities include, but are not limited to:  
Responsible for end to end administration of Social Media Campaign Management  
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 MSF team  
Tracking any mention of ChalkLit and Million Sparks Foundation on Media  
Mobilizing teacher community through online engagement  
Building strategies to determine effectiveness of the syndicated channel feeds of ChalkLit app to impact teacher community

### **Required Qualifications & Skills**

- Bachelor's or equivalent degree required
  - Minimum 3 to 4 years of work experience, at least 1 year of relevant work experience in Media/Journalism
  - High level of fluency in English, medium fluency in Hindi
  - Excellent writing and oral communication skills
- Demonstrable interest in social enterprise and education sector  
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
- Good interpersonal skills with an ability to influence others
  - Dynamic working style with ability to continuously improve based on user feedback
  - Creative and out of the box thinker; high social media footprint/ own blog is desirable though not mandatory

Remuneration is competitive with Indian NGO scales and will depend on the candidate's experience.

### **Application Process**

Interested candidates are required to upload their resume by clicking on 'Apply Now' below the section.