



Job Description

Position: Coordinator - Communications

Department: Communications

Reporting to: Manager, Communications and Resource Development

Location: New Delhi, India/ Remote

Organizational Profile

Founded in 2000, CREA is a feminist human rights organization based in New Delhi, India. It is one of the few international women's rights organizations based in the global South, led by Southern feminists, which works at the grassroots, national, regional, and international levels. Together with partners from a diverse range of human rights movements and networks, CREA works to advance the rights of women and girls, and the sexual and reproductive freedoms of all people. CREA advocates for positive social change through national and international fora, and provides training and learning opportunities to global activists and leaders through its Institutes.

Overview

CREA envisions a more just and peaceful world, where everyone realizes their autonomy, dignity and equality. Our communications are an extension of our politics and aim to amplify marginalized voices. The Coordinator – Communications will support CREA's communications activities, especially related to external communications and social media. The Coordinator works to ensure that CREA's reputation through quality communications with external audiences is enhanced, through multiple digital and offline channels.

Scope and Responsibilities

The Communications Coordinator will work closely with the **Executive Director, Communications Manager, Programs and Innovations teams** on the following:

Support Communications strategies and activities

- Works closely with Manager - Communications to develop and implement communication strategies and activities within the organization.
- Helps build the capacity of staff and partners in communication and social media to support CREA to achieve program and advocacy goals.

Social Media

- Coordinator works specifically on campaigns to amplify CREA's politics and expand the organization's reach and impact in social media.
- Provides hands-on management of multiple social media channels, including Facebook, Twitter, Instagram, YouTube and other emerging social media channels.
- Builds and manages digital media relations and partnerships.

CREA Website

- Develops compelling content for social media and CREA's website in close collaboration with key program staff that highlights the impact and uniqueness of CREA's work.
- Update and maintain CREA's website.

Systems and Reporting

- File and maintains soft and hard copies of all communication products.
- Manages digital assets such as photos and videos
- Liaises with different teams to collect information / data to develop various communication products.
- Supports reporting as a part of donor communications.

Key Characteristics

- Post-secondary graduate in the fields of social science, journalism, human rights, international development, business, or other relevant field.
- Have an understanding of issues relating to women's rights and the sexual and reproductive rights of all people, and a commitment to advancing these rights.
- Have demonstrated experience planning and managing social media channels and a good understanding of digital communications best practices.
- Have prior experience of organizing all aspects of public events, workshops, meetings, campaigns.
- Have skills in networking, communication, writing and public speaking.
- Be an excellent writer in English and be able to communicate well with both internal and external audiences. Fluency in Hindi, an official CREA working language, is desired.
- Be detail oriented and thorough, with an ability to self-motivate and produce high-quality work.
- Be committed to ongoing professional learning and sharing knowledge with CREA staff.
- Be proficient in Microsoft Office (Outlook, Word, Excel, and Power Point).
- Good analytical skills; mature judgment combined with a proactive, energetic approach to problem solving.
- Excellent interpersonal skills.
- Be a team player and comfortable with working with external consultants, contractors, vendors etc.
- Be comfortable and willing to travel for work.

Interested candidates who meet the required experience requirements should send their CV along with a cover letter, current and expected salary to jobs@creaworld.org by **3rd January 2021**. Please include in the subject line the name of the position you are applying for. Only short-listed candidates will be contacted for the interview.

CREA promotes pluralism and equal opportunity, and is committed to diversity in its staffing and to the maintenance of an environment free of discriminatory employment practices. CREA's policy is to provide equal employment opportunity to all individuals. No individual shall be discriminated against because of his or her actual or perceived age, caste, class, disability, marital status, religion, or sexual orientation. Compensation will be based on experience and internal equity. A generous benefit package is included.