



## Job Description

**Position:** Associate - Communications

**Department:** Communications

**Reporting to:** Manager, Communications and Resource Development

**Location:** New Delhi, India/ Remote

### Organizational Profile

Founded in 2000, CREA is an international 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 is comfortable with complexity, and rejects binaries and hierarchies in their multiple forms. Our politics are radical and we seek to bring people, particularly structurally excluded people, into new spaces and movements through our convenings and our communications. **Communicate** is one of the [key strategies](#) CREA employs to further all its program goals. Communicating for CREA goes far beyond social media messaging. We grapple with the politics of the platforms we both use and create, think about who our audiences are and where they are located (both geographically and within movements), and we question how and why our communications support a just and peaceful world, where everyone realizes their autonomy, dignity and equality.

Our communications are an extension of our politics and aim to amplify the voices of structurally excluded people. The Associate – Communications will assist with CREA's communications activities, especially related to external communications and social media. The Associate works to support CREA's effective communications with targeted external audiences through multiple digital and offline channels in order to assist in enhancing CREA's reputation for quality publications and thoughtful messaging.

More importantly, CREA seeks a team member who will help us question what it means to be feminist communicators, and help translate new ideas into practice.

### **Scope and Responsibilities**

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

#### **Support Communications strategies and activities**

- Works closely with Manager - Communications to implement communications activities that advance CREA's vision, mission, strategic initiatives and programs in creative ways.
- Assists in implementing CREA's visual identity as per guidelines (usage of logos, colors, fonts, design aesthetics across different publications, reports, emailers, invites, announcements and other communication material).
- Helps build the capacity of staff and partners in communication and social media to support CREA to achieve program and advocacy goals.
- Liaises with different teams to collect information / data to develop various communication products.
- Supports communication needs for all organizational level events, campaigns, workshops, meetings, conferences, etc.

#### **Social Media**

- Works closely with Programs and Innovations teams the Associate will support campaigns to amplify CREA's politics and expand the organization's reach and impact on social media.
- Post regular, ongoing online content updates based on program developments (announcements, article links, stories, news and events, etc.) on various communication channels to increase visibility of CREA's work and its impact.
- Assists in the management of multiple social media channels, including Facebook, Twitter, Instagram, YouTube and other emerging social media channels.
- Supports and builds 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.
- Assists with updates and management of CREA's website.

#### **Systems and Reporting**

- Assists with the management of CREA's archives, maintaining soft and hard copies of all communication products.
- Supports the development and review of CREA communications templates and strategies.
- 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 fields.
- 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.

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 an 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.

Interested candidates who meet the required educational and experience requirements should send their CV along with a cover letter, current and expected salary to [jobs@creaworld.org](mailto:jobs@creaworld.org) by 30 November, 2021. Please include in the subject line the name of the position you are applying for. Only shortlisted candidates will be contacted for an interview.

Thank you for your interest in CREA!