



<b>Job Title</b>	<b>Coordinator – Marketing and Communications</b>
<b>Reporting into:</b>	
Direct line	Executive Director
Dotted line	
<b>Job Purpose</b>	<p>eVidyaloka is a non profit social organization, connecting volunteers across India and the world, to deliver remote classes to children across rural villages of India, using a remote education delivery model. Currently classes are delivered across 134+ centers across 7 states</p> <p>The key to scale this to as many villages as we can is the ability to market and effectively mobilize people from various segments and targets of the society.</p> <p>This role essentially, will be accountable in handling marketing and communications requirements which in turn helps in building a future India.</p>
<b>Principal Accountabilities</b>	<ul style="list-style-type: none"> <li>▪ Develop concept and ideas for advertising and marketing material campaigns.</li> <li>▪ Conversant with various social media handles and digital marketing</li> <li>▪ Build and manage rich content for eVidyaloka social media handles and blog.</li> <li>▪ Flair for writing blogs, reports, articles, newsletters etc.</li> <li>▪ Cultivate media relationships</li> <li>▪ Flair to handle both external and internal communications.</li> </ul>
<b>Personal Characteristics</b>	<ul style="list-style-type: none"> <li>▪ <b>Communication skills:</b> Excellent communicator and creative thinker</li> <li>▪ <b>Collaboration:</b> Able to work across multiple Administrators, who are located remotely, for collating progress of center performance and other operational data as deemed necessary for communication purpose.</li> <li>▪ <b>Technology adaptability:</b> Familiarity with the usage of Emails, MS Office, Skype, YouTube, handling blogs and social media handles</li> </ul>
<b>Qualifications &amp; Experience</b>	<ul style="list-style-type: none"> <li>▪ <b>Education:</b> Graduate/Post Graduate, with equivalent work experience</li> <li>▪ <b>Skills:</b> Able to work with industry standard multimedia editing tools like Adobe illustrator, CorelDraw and video editing tools.</li> <li>▪ <b>Experience:</b> 1-2 years marketing and content creation experience.</li> <li>▪ <b>Location:</b> Bangalore</li> <li>▪ <b>Job Type:</b> Full time</li> </ul>