

Language and Learning Foundation (LLF)

- Position:** Sr. MANAGER/MANAGER - COMMUNICATIONS
- Location:** Delhi
- Nature of the engagement:** Full-time; initially for 1 year (extendable based on performance)

Language and Learning Foundation (LLF) was founded in 2015, with a vision to develop strong foundational language and literacy among all children, to facilitate thinking and reasoning, through capacity building of teachers and teacher educators. LLF works with various state governments and has been recognized as a domain leader in language and literacy learning and multilingual education. LLF is also implementing India's first CSR-funded education Development Impact Bond (DIB) through its Learning Improvement Program in Haryana.

LLF is also represented in several national and state level committees and working groups relating to the new National Education Policy, 2020 Early childhood education and foundational learning, curriculum and pedagogy etc. and committed to support the national agenda of Foundational Literacy and Numeracy (FLN).

LLF's work has garnered support from leading education philanthropies including Bill and Melinda Gates Foundation, Central Square Foundation, Tata Trusts, HT Parekh Foundation, and UNICEF. With the support of their partners, LLF now works with the state governments of Haryana, UP, Gujarat, Rajasthan, Chhattisgarh and Odisha in various capacities to design and deliver state-led foundational learning programs. Further details available in LLF's website www.languagenadlearningfoundaton.org

Position Summary

The Manager- Communications will work focusing on LLF's communications component will report to the Director – Fundraising & Partnership. For certain strategic matters, working under direct supervision of the Executive Director may be required.

Key Roles and Responsibilities:

1. Communications – 40%

- Work with the Fundraising Director and other members of the team to implement the communication strategy across LLF's programs to include both internal and external communications.
- Support the organization in developing a narrative and messages that reflect the core aims of LLF's programs and creating strategic presentations for internal and external stakeholders.
- Producing creative content in print and online to amplify key messages on thematic issues - creating and executing communication and digital media campaigns at the national and global level.
- Plan and coordinate an editorial calendar to create a pipeline of content including collaterals, reports, articles, press releases, and blogs. Draft, edit, proofread, and commission materials as appropriate.
- Maintain communications with key stakeholders through regular mailings and newsletters.
- Produce high-quality, well-written, and visually appealing content to influence audiences: donors/partners and government agencies. Content may include blogs, articles, infographics,

media articles, case studies, opinion editorials, policy briefs, videos, social media content, and interactive reports.

- Maintain a detailed understanding of the programs, identifying stories, and a knack to leverage program data for storytelling around key developments for dissemination.
- Build communications assets, including a photo, story, and video bank for use in program resources and fundraising efforts.

2. Website and Social Media – 30%

- Manage the website, webpages, and blog pages for LLF ensuring content is accurate, up to date, and engaging.
- Build, manage and evaluate the social media presence of LLF by collaborating with external digital agency.
- Overview content across various media platforms and review monthly social media calendar.
- Conduct regular analysis of digital agencies' quarterly and annual outcomes for internal and external communications.
- Hands on experience of Google Analytics, MailChimp, Performance Marketing, Search Engine Optimization (SEO) and Online Reputation Management (ORM).

3. Knowledge Management – 20%

- Develop and oversee the implementation of annual communication and knowledge management strategy.
- Conduct regular evaluations of communications and knowledge management outcomes, and adjust the strategy as needed.
- Maintain internal communication dashboard to keep a track of organizational communication goals.

4. Event Management – 10%

- Support in executing high-impact activities to raise the organization's visibility and influence through supporting conferences/events (online and offline)/roundtables as aligned with the organization's outreach strategy.
- Support in strengthening post-event communications and keep an open dialogue with stakeholders to keep them apprised of the organization's work.
- Produce resources & collaterals to support events and awards applications.

Key Skills and Competencies:

- Master's Degree in development, communications, journalism, English, management, or related fields. Masters is a plus.
- Minimum 8+ years' experience in communications, preferably developing high-quality resources and publications, video, and audio resources, writing for a range of publications, handling the media, and brand messaging through social media. At least 5 years of managerial experience is preferred.
- Ability to translate complex ideas into clear, impactful messages for a range of audiences, using a variety of methods and media to engage and build understanding. Extracts and constructs powerful and engaging stories from program activities across states. Demonstrates excellent command of English and Hindi.
- Creative pursuit for new, interesting, and effective ways of getting messages about LLF's programs to the people who need to hear them. Confidence in put up well thought through ideas and sees them through to implementation. Continually scans the external environment for trends, insights, ideas, and good practices to share with the team.
- Use digital technology, social media, and tools to achieve LLF's goals and program objectives

- Ability to work collaboratively within the team, sharing expertise, know-how, and ideas. Works collaboratively with a range of external stakeholders, consultants, and vendors.
- Effective management of conflicting priorities across programs and projects. Responds flexibly, adaptably, and positively to unforeseen events and changing circumstances.

Desired Qualities:

- Excellent communication and interpersonal skills; fluency in English and Hindi
- The operating style suited to working in a mid-size organization setting, where teamwork and resourcefulness are highly valued
- Strong analytical, problem solving and presentation skills
- Ability to manage multiple projects at a time
- Self-driven; able to take on projects independently; Entrepreneurial spirit and 'can-do' attitude and open to feedback.

Expected Joining Time: ASAP

How To Apply: Click the below mentioned Google Form Link to apply

<https://docs.google.com/forms/d/e/1FAIpQLSf6cYffFnNQYp8w5wd6b2sMJNItSIUlg6zSdqS2lfscEro8IA/viewform>