



**Title:** Head - Communications & Social Media

**Experience:** **Minimum 6-8 years** of relevant experience

**Location:** Remote (Shall include regular travel to locations in the North-East)

**Reporting to:** Chief Executive Officer

**Compensation:** INR 9,60,000 - 10,80,000 (CTC)

### **About Sunbird Trust**

Founded in December 2014, Sunbird Trust is a non-sectarian, non-religious NGO working with the objective of Peace through Education in insurgency-affected parts of North East India. It seeks to educate and empower lesser-resourced youth in the conflict zone thereby steering them away from possible radicalization against our country and leading them to self-sufficiency and supporting their entire families. Towards this end, Sunbird Trust runs a child sponsorship programme and helps build schools and hostels in the project areas in 6 North East Indian states. Some achievements of the Trust are as below:

- Positively impacts the lives of over 10,000 people in its project areas
- Sponsors the education of over 7000 children in 52 partner institutions in 6 NE states of Manipur, Nagaland, Assam, Meghalaya, Sikkim, and Arunachal Pradesh
- Has built or is building 10 schools and 10 hostels
- Team of 38 professionals including Teach for India and Gandhi Fellows and Master's in education and social work
- Selected amongst the top 100 from over 2,300 NGOs for the award of the EdelGIVE Grow Fund (March 2022)
- In Feb 2023, awarded by Azim Premji University amongst top ten case studies of NGOs from across India for their annual "Stories of Change" competition.



## Job Description

Sunbird Trust is looking for a creative, experienced and empathy-driven Communications & Social Media professional to join our team. You would be responsible for handling all our social media platforms by creating/curating content, documenting work and discovering potentially interesting stories to increase our online visibility.

## Roles & Responsibilities

- Managing all social media channels like Facebook, Instagram, LinkedIn, Twitter, YouTube and Word press
- Designing, planning, implementing and monitoring Sunbird Trust's Social Media strategy in order to increase brand awareness, improve marketing efforts and increase visibility
- Curating, creating, designing, managing and overseeing the social media content
- Blogging and writing/editing/proof-reading news articles
- Running awareness ads, donation campaigns and fundraisers on social media platforms in close coordination with the Fundraising Team
- Attending online/offline upskilling and training seminars and webinars
- Creating promotional Material/Content for potential stakeholders (this includes pamphlets, brochures for the org or various schools, newsletters, greeting cards)
- Staying up to date with the latest social media best practices and technologies
- Working with photographers, videographers and designers to create appealing content
- Collaborating with the Sunbird Trust's Marketing Resource to ensure website maintenance and timely updates
- Communicating with various project locations and partner locations to ensure all information is posted on social media in an accurate and timely fashion



- Overall management of pictures and photos from all locations so that they are easily accessible
- Handling communications of Sunbird Trust's official mail ID
- Engaging with the community, team members and children extensively
- Participate and document tribal village events and festivals
- Designing reports, brochures and decks

### **Qualifications**

- Graduate / PG in any discipline
- Minimum 6 years of experience with relevant time spent independently handling communications and social media (Experience with a Non-Profit Organization will be an added advantage)
- Experience doing research using multiple sources
- Personal blog/ articles published in any online/offline magazines

### **Skill Requirements**

- Excellent interpersonal and communication skills
- Excellent command over the English language
- Good knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- In-depth knowledge of designing tools such as Canva and other online template-based tools
- Great story-telling skills
- Proactive and self-motivated
- Team Player



- Flexibility and adaptability
- Ability to work with tight deadlines
- Great writing and content creation skills
- Ability to find own path and create opportunities for oneself

### **Application Process**

1. Preliminary screening of profile
2. Personal Interview
3. Reference checks

### **HOW TO APPLY?**

Click on the link to apply: <https://forms.gle/fhiBoYadapZ4kZ9g9>