

JOB DESCRIPTION for Communications Associate the ant

Position:	Communications Associate
Grade/Level	II B
Project/Unit	the ant
Reports to:	Executive Director
Location:	District Chirang (BTAD), Assam
Minimum Employment	1 year
Remuneration	30,000/- including statutory PF and other deductions
Background	the ant has been working in the northeast for the past 22 years. Working directly for the development of village communities, it has intervened in a wide range of issues such as women's and girls' empowerment, child and youth development, maternal mortality, Malaria, Malnutrition, and Mental Health. It also works on livelihood issues, Education, and Peace Building. It was started by professionals and has earned a good reputation for its achievements and its adherence to a high level of ethics. For details of the ant's work, see www.theant.org
Job Summary	<p>Its purpose is to serve the essential communications needs across the ant. The Communications Associate will direct, facilitate, and deliver content, using platforms and channels to reach diverse audiences. The primary focus of the position is to:</p> <ul style="list-style-type: none"> • Increase donor and public engagement on organization programming and its impact through the production of key communications resources; • Meet partnership communication requirements through the dissemination of periodic organisational reports such as newsletters, annual reports • Amplify stories from the ground via social media, press releases, and audio-visual documentation; • Lead advocacy campaigns; • Support internal communications processes that support and advance the strategic goal of the the ant, its core values, and functions. • Spend at least 25% time on Field visits.
Contract/Key Relationships	The Communications Associate will report to the Executive Director and will closely work with the Programme Team to help the organisation visualising its work through the management of creative content development and communications via different platforms in line with the Vision and Mission of the organisation.
Key Responsibilities	<p>Communications management/networking</p> <ul style="list-style-type: none"> • Develop a communications strategy for engagement with donors, communities, govt. department, NGOs in alignment with the organization's vision and mission • Provide communications support to programme team to manage and run national, regional, and global campaigns aligned with the organisation's strategic goal • Work closely with programme staff to develop an annual communications plan that supports opportunities (stories, campaigns, media visits, etc.) • Ensure a repository of documents developed for organizational learning and sharing • Visiblise organisation's programme impact by developing content for media campaigns to amplify the voices of local communities at regional, national, and international forums. • Ensure the organisation's achievements are regularly featured on the organisation's social media and website. <p>2. Advocacy communications</p> <ul style="list-style-type: none"> • Work with programme teams to develop context-specific messaging on the ant thematic areas. • Represent the ant at advocacy meetings and forums. • Ensure advocacy campaigns are aligned to the ant's vision and mission <p>3. Content Development</p> <ul style="list-style-type: none"> • Ensure quality production of visual and written content for donor and public audiences reflecting

	<p>programme objectives and evidence of impact.</p> <ul style="list-style-type: none"> • Feed creative content for the ant's website, and social media platforms with current events and activities. • Work closely with the ant's Community Media Unit on developing visual content and finding innovative methods to attract more visitors to online channels. • Provide communications support to public events initiated by programme team. • Develop or support developing publications and make them available on various platforms (Annual Reports, Newsletters, Factsheet, Researches) <p>4. Organisational visibility</p> <ul style="list-style-type: none"> • Ensure the ant's staff is oriented on media relations protocol and follows it. • Ensure local and national campaigns have an integrated media plan that secures positive press coverage and improves visibility of key issues. • Make sure the ant's Identity is aligned with its vision and mission and are respected by all staff and all communication resources adhere accordingly • Develop annual social media content and engagement plan for the ant <p>Internal communications</p> <ul style="list-style-type: none"> • Develop an annual internal communications plan to build staff commitment to the ant's mission, vision, values and strategy. • Coordination with programme team for information sharing, developing communications/advocacy strategies, and materials
<p>Qualification & Experience</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Minimum Bachelor's degree (preferably in a communications-related field) with at least 3 years in the journalism/media field or Master's Degree in Mass Communications with at least 1-2 years of experience • Women and persons with different gender identities are encouraged to apply for this job.. <p>Preferred:</p> <ul style="list-style-type: none"> • Familiarity working in northeast India • Demonstrated ability in writing (articles, blogs, stories, press releases) • Content creation and management • Multimedia skills such as video production and graphic design • Knowledge of video, social media, and web design • Experience in leading media campaigns and advocacy engagement • Familiarity / Usage of a Local Language, such as Bodo, Assamese, or Bengali, besides a strong command of English
<p>Skills & Competencies</p>	<ul style="list-style-type: none"> • Be a team worker and motivated. • Proven ability in content development, press releases, and social media management • Knowledge of photography and videography • Experience in storytelling using participatory methods of audio-visual documentation will be an added advantage • Handling Social Media and public relations • High level of interpersonal, communication, negotiation and presentation skills • Excellent interviewing skills • Ability to meet deadlines and be flexible to work in a dynamic work environment. • Demonstrated learning agility, pro-activeness and openness to embrace new technologies at work • Ability to travel extensively to gather firsthand information from the field • Ability to work in and respect diversity, and contribute to team building environment. • Fluency in written/ spoken English is essential and a working knowledge of the local language (Assamese/Bodo) is preferable.

Please send an email to recruitment@theant.org with the subject line **Application for the post of Communications Associate** with a cover letter and updated CV by 30th September 2023. **Only shortlisted candidates will be contacted for an interview.**

Contact number @8099192500 (call between 9 am to 5 pm Monday - Saturday)