

Foundation for Social Transformation is looking for a **Communication & Documentation Associate** who has the experience of working with grassroots organizations in the north east region.

Duty Station: Guwahati

Reporting to: Executive Director

Purpose of the position:

Communicate the works of FST with different stakeholders and make FST visible in online and off-line mediums

Scope of Role

Under the supervision of the reporting authority, the Communications and Documentation Associate will be responsible for developing effective resources for all program stakeholders, and identifying visibility opportunities, and keep the partners, community, peer organisations informed about successes & challenges. He/she is expected to travel regularly and extensively to the field to collect information and stories and photograph of activities. These will be published on social media, as well as in a variety of communication resource materials. Communications and Documentation Associate will be a focal person at communication events. The position requires active interaction and communication with government and non-government organizations, private sector, local organizations and the programme partners, to maximize the impact of the programmes.

Responsibilities:

1. Develop Implement and evaluate the annual communication plan of FST

- Manage (update & monitor) the website, YouTube, LinkedIn and Facebook pages to provide up-to-date information;
- Produce accurate, clear, consistent communication messages to highlight our works via different communications channels (website, Facebook, publications, events, newsletters, etc.)
- Ensure the development of high-quality, visually appealing and brand-aligned communications materials to achieve communications/marketing objectives.
- Produce an e-newsletter once in two months and produce stories of change to publish
- Produce high quality the annual report of FST
- Monitor and evaluate communication effectiveness through an evidence-based approach as well as propose improvements.

2. Support programming and marketing-related works to reach targeted audiences

- With the support from programming staff, generate feature stories, infographics and other presentation materials for both internal and external communications;
- Supervise/Support the development of video clips, TOR, storyline, scripts and translation and work with filmmakers to ensure the quality met expectations;

- Support marketing and external engagement-related activities such as public events and field visits with the engagement of media, donors and other key stakeholders;
- In coordination with programming staff, prepare press releases and media advisories when needed.
- Build capacity of staff and volunteers to understand communications approaches and requirements to bring effective communications with external stakeholders.

3. Communications-related knowledge management

- Establish and manage database and resources for communications and marketing purposes;
- Design templates and examples of communications materials such as newsletters, progress reports, PowerPoint slides
- Develop and maintain key messages and Frequently Asked Questions for staff and volunteers to ensure alignment and consistency for all external communications;
- Develop guidance for message development along with examples to reach different target audiences via various communications channels.

4. Online Communication Strategy:

- Ensure that FST's social media channels are regularly updated and contribute to creating a discourse around key priority areas, engaging in the discussion millennials, young people, key influencers, media and other key stakeholders
- Support online reputation management.
- Design and implement an aggressive digital growth strategy for the organisation, with a focus on brand building, marketing and fundraising, linked to organization's overall strategic plans.
- Plan and execute all digital marketing, including channel wise and cross-channel plans and fundraising campaigns. Drive partnerships and fundraising across online marketplaces, including engagement with donors/leading donation platforms.
- Collaborate with internal teams and stakeholders, including fundraising, programs and communications, to optimise digital strategy and execution
- Play the role of integrator in the organisation's digital transformation process, linking technology/digital with core programs, functions and other initiatives

Eligibility Criterion:

- Postgraduate degree in mass communication / communication for development or related field from a recognized institution with at least 4-5 years experience in the above areas.
- Strong co-ordination, analytical and negotiation skills
- Good judgement, an ability to lead a team, and cope in difficult and diverse situations
- Experience of working with grassroots organizations in the north east region.
- Familiarity with grant making procedures is a definite advantage

- Fluency in spoken and written English and proficiency in using computers for official work, including Word processing, Excel, PowerPoint, email and internet etc.
- Good writing skills and experience in the preparation of reports in English language.
- Knowledge of languages of the North Eastern states would be an added advantage.
- Familiarity with social media platforms and comfortable with networking online through various tools.
- Willing to undertake extensive travel both locally, within northeast and also nationally.

Interested candidates may write to the Executive Director/Finance Manager with their CVs attached at careers@fstindia.org by October 20, 2023. Kindly mention the Expected Salary while applying. Shortlisted candidates will be invited for a formal written test and interview before final selection.

Refer www.fstindia.org for further details about the organisation. Candidates from all North East States are encouraged to apply. Salary will be depending upon experience, qualification and skills. We are an equal employment opportunity provider.

FST is a secular, not for profit, gender just, non political organisation conceived, led and managed by people from the region, to support forward looking initiatives in north east India. Located at Guwahati, Assam, FST supports creative approaches for solutions to critical issues of the region, along parallel tracks of grant making to organisations & individuals for working on thematic areas and building capacities and knowledge through training and networking.