



POSITION SUMMARY:

Job Title: Communications Associate

Location: Based in Mumbai (may require limited travel outside Mumbai)

Employment Type: 6 days a week (half days) OR 3 days a week (full days)

Reporting to: Fundraising & Communications Team

ABOUT APNI SHALA

Apni Shala was co-founded in 2013, and has been working since then towards building social and emotional competencies among individuals to constructively engage with society and have a harmonious coexistence. We are working towards a 3-fold mission:

- creating promotive and preventive mental health programs in partnership with schools
- offering professional development opportunities to teachers, educators and mental health professionals
- running a research-based school that integrates academic and social and emotional competency development.

Apni Shala's approach to Social Emotional Learning (SEL) is informed by Collaborative of Academic Social and Emotional Learning Framework(CASEL, USA), Narrative Practices, Diversity & Inclusion, Constructivist Learning Theory, and Mindfulness. Over a period of 9 years, Apni Shala has worked with over 8000 young people. Our work is aimed at not just students but also teachers and caregivers in the ecosystem. Apni Shala is funded by institutional grants, individual donations and revenues through workshops. We strongly believe that the individual passions of each team member fuel the growth of the organization and give it direction. Personal and professional development of our staff is therefore important to us at Apni Shala and it forms a major part of every team member's journey with the organization.

WHAT ARE WE LOOKING FOR?

- Deep commitment to work towards wellbeing and SEL of students and other stakeholders in the education system
 - Ability to adapt and respond to difficult and uncertain circumstances
 - Spirit of collaboration and trust in working with and supporting a team
 - Inclination and openness to continuous learning, feedback and growth
 - Ability to engage with and solve for inequity and exclusion with compassion
 - Commitment to one's own social emotional development and healing
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- Ability and willingness to step in for responsibilities above and beyond the assigned role

ROLES AND RESPONSIBILITIES

- **Communications Design and Implementation**
 - Design for and write content, manage all social media channels for Apni Shala
 - Research on SEL, Mental Health and related subjects to build Apni Shala's communications content and campaigns
 - Coordinate with Apni Shala team to gather relevant data (stories, photographs, etc) for social media posts
 - Coordinate with volunteers/ interns for producing high-quality videos, photographs, stories etc. from the ASF classrooms
 - Coordinate with Communications-based partners (such as advisors, brand consultants, etc) to manage partnerships
 - Work with Fundraising team and Advisors to create Apni Shala reports
 - Build Apni Shala's visibility in online and print media
 - Support Apni Shala team with writing blogs/articles for Apni Shala
 - Develop, and organise communications related events (online and offline) to build Apni Shala's visibility
 - Audit and ensure all communications to be aligned to Apni Shala's values, vision and ethos

QUALIFICATIONS, SKILLS AND ABILITIES

- 1+ years of experience with design of organisation communications
- Comfort with using standard tools or applications for design (eg: Adobe, canva, video editors)
- Strong written communication skills in English and fluency in written Hindi or Marathi
- Ability to manage multiple projects simultaneously and manage time

APPLY NOW

Send your resume and cover letter by email to hr@apnishala.org with a copy to prasad.teli@apnishala.org. Please mention "**Application for the position of Communications associate**" in your subject line. In your cover letter, do tell us why you would like to work with Apni Shala in the role of Programme Lead.

For more about Apni Shala, please visit Apni Shala online at www.apnishala.org | apnishala.wordpress.com | facebook.com/apnishala