



Communications Associate at iTeach Schools

Overview

iTeach Schools is a fast-growing TFI alumni led start-up, focussed on providing a free, foundational and excellent education to secondary students. We operate five Grade VIII to Grade X schools in collaboration with the Pune Municipal Corporation and our funding partners. Our five schools currently serve about 1000 students, and will expand to reach their full capacity of 1200 students in 2018-19. In addition, we also support nearly 250 student alumni as they make their way through college! Read more about us at www.iTeachSchools.org

The secondary grades are the last lap of intervention for these students, and perhaps the only chance we have left *to level the playing field* between them and their high income peers. In the academic year 2018-19, we are looking at starting *two more schools*, and are looking for an exceptional person to be the first Communications Associate at our organization.

Responsibilities

The Communications Associate has one singularly important goal – to spread awareness and create fierce momentum around the secondary education movement. A movement to ensure every single student has

an equal opportunity to access a foundational and high quality secondary education towards college, career and citizenship. This momentum building will enable iTeach Schools to establish meaningful partnerships with a diverse set of key stakeholders including funding partners, potential recruits and various government agencies.

S/he must own this vertical end to end – including strategy, content planning, synthesis, design and outreach. Given that iTeach Schools is barely 3 years old, we are looking for people who will be eager to design the most effective systems and processes, combining researched best practices with their own contextual innovation.

Assist Development of Strategy:

- Research best practices for content design and outreach
- Help the vertical head design an innovative three year strategy for Communications at iTeach Schools (through research, pilot projects, etc)
- Drive the implementation for this strategy for the year

Creation & Outreach:

- Identify stories of impact and growth at a student, teacher, classroom and school level
- Effectively record and store these stories of impact and growth from across our network of schools.
- Design innovative ways to share these stories using various mediums of communication (social media, newsletters, blogs, website, print, AV).
- Create effective presentations to communicate our mission, work and impact to funding partners and other relevant stakeholders.

- Ensure consistent and effective outreach and engagement with all our stakeholders.

Experience and Competencies

Experience:

- Bachelor's degree in Communications, Public relations or Marketing.
- Experience working with a team in a professional setting
- Preferred: Experience in a school system / education organization

Competencies:

- Excellent written and oral communication skills
- Ability to design creative and impactful print and audio-visual material
- Ability to learn from existing strategies and innovate contextually
- Ability to design initiatives and refine them based on the ground performance
- Ability to customize communication for multiple diverse stakeholders
- Strong at organizational and planning skills
- Strong at project management and time management
- Demonstrates an incredibly strong work ethic, willingness to learn and critical reflection