



# SHADHIKA

When she leads, change follows

Shadhika exists to inspire a culture shift in India by ensuring every young woman is empowered to realize her full potential. Investing from adolescence to adulthood, we partner with local women-led organizations to ensure these young women can make their own decisions, succeed in school, contribute to the economy, and transform their communities. One young woman at a time, our bottom up approach is creating a generation of young women leaders, each of whom lifts up a generation beside and behind her. Their success creates a groundswell of change that starts in India and ripples around the world.

Title:	Digital Media Coordinator
Position Summary	The Digital Media Coordinator reports to the Marketing Manager (in U.S.) and works with Shadhika staff, partner sites, alum and program participants to provide logistical coordination and content curation to support the implementation of Shadhika’s communication strategies and audience engagement goals. They will be responsible for collecting and articulating Shadhika’s impact in India through field journalism and digital storytelling methods. This person will be a motivated self-starter with a strong, proven work ethic. They will have excellent relational skills to execute virtual and in-person interviews. They will have proactive organizational and communication skills to ensure collaborative efforts are progressing and deliverables are on time and on budget.
Job Description	<ul style="list-style-type: none"><li>• Responsible for the full execution of all virtual and in-person interviews, including the When She Leads interview series</li><li>• Coordinate accurate and timely reporting of all Shadhika field activities, including Shadhika-led events such as Leaders for Change Summit and International Day of the Girl, as well as specific partner site events, and Shadhika site visits (in-person, intra-country travel when COVID-19 movement restrictions are lifted)</li><li>• Develop and maintain a professional, collaborative relationship with Shadhika’s partner network to engage with partner site leadership, staff and program participants on their experiences of Shadhika support and programming</li><li>• Support the implementation of Shadhika’s social media strategy and report on impact analysis to inform the scope of work</li><li>• Maintain digital tools, resources and collections including photos, graphics, icons, infographics, video clips, etc. to mobilize on Shadhika’s digital channels</li><li>• Other duties as assigned.</li></ul>
Qualifications	Shadhika is looking for a team player with 2-3 years’ experience who will thrive in a small international NGO environment and be Shadhika’s journalist and



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	<p>storyteller in the field. You are a creative writer at heart—no story is too big or small for you.</p> <p>You will bring curiosity, organization, diligence, and interpersonal skills to support Shadhika staff and partner sites in our grassroots digital storytelling efforts. You have experience leveraging content across social media and know the importance of growing audience connections in that space to further the mission of an organization’s work.</p> <p>You are knowledgeable about India’s historical and modern context and can create tangible connections with our work in the field for our international audience. As such, you have excellent language skills and are fluent in Hindi and English (spoken and written). Additional local language skills are a welcome asset.</p> <p>You are passionate about ethical storytelling that is not exploitative nor extractive. You will work diligently to implement sourcing processes that are empowering and to create narrative forms that elevate program participant perspectives because you understand how this informs Shadhika’s values.</p> <p>You will be enthusiastic about finding new solutions to improve how we collaborate with our partners and program participants to inform our content curation strategies and tactical decisions.</p> <p>You will support and affirm our feminist and human rights approach, aligning your contributions, decisions, and behavior accordingly. You will have a burning passion to achieve gender equality in India.</p>
Overview	<ul style="list-style-type: none"><li>• Location: India, Remote</li><li>• Hours Per Week: Full-time, contract position – <i>flexible weekly hours, some evening hours required to accommodate international team meetings with time zone difference</i></li><li>• Compensation: 35,000-45,000 INR monthly, based on experience</li><li>• Shadhika will provide laptop, DSLR and internet access</li></ul>
Benefits	<ul style="list-style-type: none"><li>• Ongoing professional development and collaboration with individuals working in international development</li><li>• Corresponding with Shadhika’s partners and program participants in India</li><li>• Working directly with Shadhika’s international team</li><li>• 180 hours of paid time off annually, including Indian holidays</li><li>• This position is not eligible for health and dental benefits</li></ul>



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Application Guidelines	<ul style="list-style-type: none"><li>• Send your resume and a 1-page statement to the questions below to <a href="mailto:hr@shadhika.org">hr@shadhika.org</a>.</li><li>• How will your experience and expertise advance Shadhika’s strategic marketing goals? (100 words maximum)</li><li>• What is your understanding of the value of girl-centered and girl-driven storytelling and content? (100 words maximum)</li><li>• Describe a recent Indian top news story that is meaningful to you and share how you would interpret and contextualize this for an international audience in a compelling way. Include appropriate sources. (250 words maximum)</li></ul>
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