

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:	Communications Manager
Position Summary	The Communications Manager reports to the Director of Operations and works closely with the Executive Director. This position collaborates with Shadhika staff, board, partner sites, alum, and program participants to manage all internal and external communication processes for Shadhika, ensuring the organization meets its communication strategies and audience engagement goals. This role is responsible for implementing Shadhika's comprehensive communications plan and continuing strategies to elevate the organization's mission and impact.
Job Description	 Implement Shadhika's communications plan and further develop a communications strategy Promote Shadhika through digital, social, print, earned media, and other associated channels Oversee and manage Shadhika's brand Ensure the timely, accurate, direct implementation of Shadhika's Communications content, including but not limited to emails, website content, blogs, social media, fundraising and event collaterals, annual reports, etc. Oversee, manage, create and implement all email marketing, website management, and social media campaigns Oversee and manage all content curation in collaboration with the Shadhika team, partners, and program participants

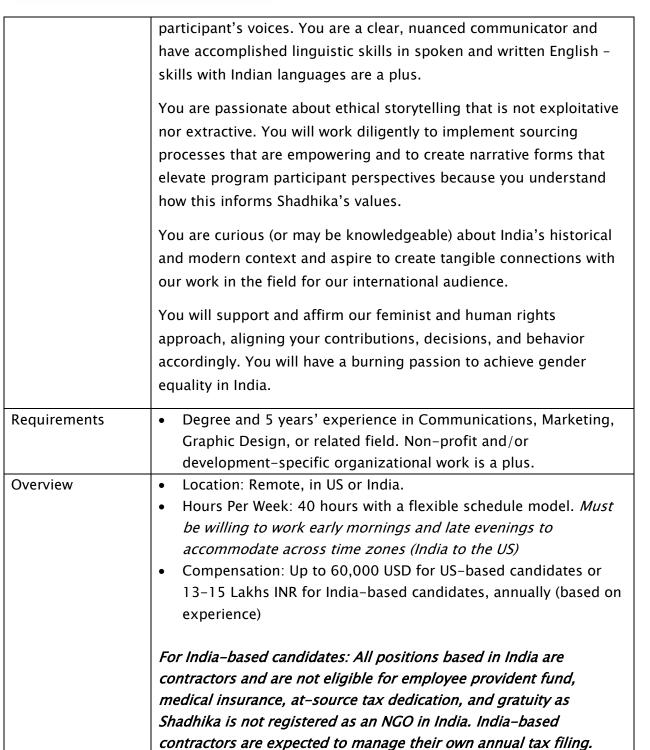


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	 Manage a team of consultants, interns, fellows, and/or volunteers supporting Shadhika's Communications efforts as needed Support Shadhika's virtual and/or in-person fundraising and development efforts Other duties as assigned
Qualifications	Shadhika is looking for a team player with 5 years' experience who will thrive in a small international NGO environment and be Shadhika's primary creative maven. You will be both a strategic and tactical partner to the Executive Director. You enjoy the convergence of work in a start-up environment that includes high-level, conceptual conversations and detailed day-to-day tasks.
	You are a motivated self-starter with a strong, proven work ethic. You have excellent relational skills and are experienced in both virtual and in-person cross-functional teamwork. You have experience leading group projects to meet deliverables on time and on budget.
	You work in a proactive manner, are very organized, and have excellent interpersonal communication skills. You are a dynamic colleague who understands the value of collaboration and can also thrive in solo situations.
	You will bring curiosity, organization, diligence, and interpersonal skills to inform our Communications strategy as you work alongside Shadhika staff and the partner sites. You are highly skilled at leveraging content across a multiplicity of digital media channels and know the importance of growing audience connections in these spaces to further the mission of an organization's work.
	You have an eye for visual design, and/or have experience working as a graphic designer – an Adobe CC skillset is a plus. You are also an excellent writer and storyteller, understanding the responsibility of managing Shadhika's brand visuals and its partner's and program



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Benefits	 Ongoing professional development and collaboration with
	individuals working in international development.
	 Working directly with Shadhika's international team.
	• Paid time off days in addition to a week off at year-end, ongoing
	professional development funds, and professional development
	opportunities available.
	 A laptop for official purposes may be provided if needed.
	• <i>For US-based candidates</i> : Simple IRA matching funds, health
	care, and dental benefits.
	 For India–based candidates: Monthly Internet and phone costs
	are covered, up to 1,500 INR monthly.
Application	
Application	Please submit the following via email to <u>hr@shadhika.org</u> with the
Guidelines	subject line Communications Manager. One combined PDF is
	preferred.
	• Cover letter, answering the following questions:
	\circ What is your understanding of the value of partner and
	participant-centered and driven storytelling and content?
	Resume
	Link to digital portfolio or PDF version
	• 2 writing samples: <i>preferred topics include social justice, human</i>
	rights, international development
	Incomplete applications will not be considered.

Commitment to Equal Employment

In alignment with our core values and approach, Shadhika is an equal opportunity employer committed to a diverse, collaborative, and sustainable work environment. To that end, Shadhika is an intentional advocate of inclusivity and welcomes applicants from all backgrounds – particularly people of Indian descent, people of color, women, LGBTQ+ people, immigrants or refugees, and people from low- or moderate-incomes.

We do not discriminate based upon race, creed, color, ethnicity, national origin, ancestry, sex, gender, religion, gender identity, gender expression, age, height, weight, disability (actual or perceived), medical condition, marital and/or partnership status, military



obligations, veteran status, citizenship, HIV/AIDS status, or any other characteristic protected by state or federal law or local ordinance. This non-discrimination policy applies to all aspects of the organization, including recruitment, employment, persons served, volunteers, and board service.