



OUTREACH ASSOCIATE

About UPAY:

UPAY strives to make education for all increasingly accessible with its two major prongs – Footpathshaala and Reach and Teach. Children are taught through open classroom programs using various recreational and skill developmental activities with the vision of a world where education is no longer a distant dream for every child.

UPAY is the product of a passionate young IIT Kharagpur graduate wishing to change the life of every Indian child through the most powerful tool – education. Intending to replace begging bowls with books, Varun Shrivastava, along with three equally driven young Engineers laid the foundation for UPAY on 20th May, 2010. Since its inception 11 years ago, UPAY has achieved various milestones with its multi-dimensional and personally-catered approach. With the motto that, if the children can't reach school, let the school reach them, UPAY envisions removing the disparities in the field of education.

About the position:

We are looking for an Outreach Associate to organize and oversee Marketing and Promotional activities and ensure effective communication within the stakeholders, media and the public.

The responsibilities include Planning, tracking and analysing the performance of advertising campaigns, managing the marketing budget and ensuring that all marketing material is in line with our brand identity. Ultimately, you will help us build and maintain a strong and consistent brand through a wide range of online and offline marketing and communication channels. You will also be responsible for maintaining various office documents and records and prepare proposals and reports.

As an Associate, you should be an organized and cool-tempered professional who is able to handle a crisis. We expect you to have a creative mind and excellent communication skills. If you are also confident in your public speaking and project management abilities, we'd like to have you onboard.

Responsibilities:

1. Collaborate with teams to develop and implement an effective marketing and communications strategy based on our target audience.
2. Write, edit, and distribute marketing and branding content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the organization's activities, and/or services.
3. Respond to media inquiries and arrange interviews.

4. Establish and maintain effective relationships with various stakeholders, and maintain a database.
5. Seek opportunities to enhance the reputation of the brand, and keep track of industry requirements and trends.
6. Manage, strategize and update digital media presence.
7. Maintain records of media coverage and collate analytics and metrics.
8. Manage conflict as it arises and escalate to management.
9. Plan and organize events and promotional campaigns.
10. Prepare and maintain range of records and documents, presentations, reports and proposals.

Qualification/Skill:

1. Graduation in Marketing, Mass Media or related field.
2. Prior experience of working in a social sector organization will be preferred.
3. Proficient in MS – office and social media management
4. Excellent written and verbal communication and organizations skills
5. Deadline-oriented, inquisitive, with great follow-up and reporting skills
6. Familiarity with photo editing, graphic designing, creative writing
7. High level of attention to details

Stipend: INR 15,000-18,000 per month

Location: Nagpur