



## **Job Description**

### **Position Details**

<b>Job Title</b>	Communications Officer, Anantapur Sports Academy
<b>Location</b>	Anantapur, Andhra Pradesh, India ( <i>Travel within district as required</i> )
<b>Parent Organization</b>	Rural Development Trust
<b>Salary</b>	Depending on experience and qualifications (Competitive)
<b>Contract Duration</b>	1 year (Extendable), starting from March, 2022

### **Job Purpose**

Responsible for the overall communications of Anantapur Sports Academy (ASA), in particular for producing creative written and visual content to document the sport for development programs at ASA. Moreover, she/he will be responsible for the management of ASA's social media platforms ensuring growth in the user engagement. The successful candidate must ensure that ASA's communication and documentation goals, as outlined by the management, are pursued actively.

### **Key Responsibilities**

- Design and execute ASA's annual communications plan based on the target audience.
- Develop content for a range of digital and print communications, including ASA's website, e-newsletter, brochures, press releases, blogs/articles, reports and other communication channels.
- Plan, design and develop stories of change from ASA's programs including those of athletes, coaches, trainers, PE teachers, volunteers, programs, centres, etc. (Written/Video/Photo Stories)
- Plan and develop appropriate content for ASA's social media presence and promotion, including for Facebook, Twitter, Instagram, LinkedIn and YouTube.
- Travel to project locations within the district and document ongoing activities.
- Manage and increase followers on social media, as well as steadily grow their engagement with ASA and its parent organization.
- Liaise with local, state and national media to enhance the visibility for ASA's programs; regularly write and distribute articles and press releases about ASA.
- Assist in drafting reports, proposals, and applications. Manage internal and external communications of ASA.
- Provide monthly reports on overall ASA communication activity to management.

### Personal Specification

Job Requirements	Assessment Criteria	
	Essential	Desirable
<b>Qualifications &amp; Training</b>		
Graduate or Post-Graduate Degree in Mass Communication/ Media/ Journalism or equivalent	✓	
<b>Knowledge &amp; Skills</b>		
Strong Planning & Organisational skills	✓	
Excellent Verbal & Written English Communication skills	✓	
Highly Creative	✓	
Development & Sports Industry		✓
<b>Experience</b>		
1-2 years of experience working in the media/ communications team		✓
<b>General Attributes</b>		
Excellent team working skills; Comfortable working in a multi-cultural team	✓	
Open to new cultures and experiences	✓	
Comfortable with working in a rural setting and with a developmental organization pursuing social goals	✓	

### How to Apply

Submit a copy of your resume alongside a covering letter which clearly outlines how your skills and experiences match the requirements set out above to [sportssector@rdt.co.in](mailto:sportssector@rdt.co.in)



### **About Anantapur Sports Academy:**

Operational since the year 2000, Anantapur Sports Academy (ASA) is a sport for development program initiated by the Rural Development Trust founded in 1969 in Andhra Pradesh in Southern India. ASA is committed to leverage the power of sport to achieve sustainable social change among the underprivileged and marginalized children and youth of rural Anantapur. Today, ASA is one of the largest Sport for Development initiatives in India, reaching out to 6,867 children every week across the district of Anantapur in Andhra Pradesh, providing both girls and boys with equitable access to their fundamental right to participate in sports, learn and grow.