



VicenteFerrer

Rural Development Trust

JOB DESCRIPTION

Position Details:

Job Title	Communications Officer (Gender Equality)
Location	Anantapur, Andhra Pradesh, India (Travel within the district as required)
Organization	Rural Development Trust
Salary	Depending on experience and qualifications (Competitive)
Contract Duration	1 year (Extendable), starting from June 2022

Job purpose:

Rural Development Trust is looking to hire a dedicated Communications Officer (Gender Equality) to join our team.

The communications officer will support our internal and external communications strategy, write and disseminate publicity material, respond to inquiries from the public and media, and coordinate promotional events related to Women Empowerment and Gender Equality.

To succeed as a communications officer, you should be able to think creatively, and have excellent communication and interpersonal skills. A bachelor's degree in communications or related fields is required.

Responsibilities:

- Develop, write and edit marketing and communications materials, including press releases, blog posts and social media content with gender perspective/gender sensitivity.
- Promote communications and marketing materials through appropriate social media channels.
- Track analytics and create reports detailing successes and failures of communications campaigns and provide gender inputs.
- Maintain digital media archives including photos and videos.
- Work with communications team members to conceptualize and implement communications strategies and campaigns.
- Liaise and network with national and international NGOs working in the area of Women Empowerment and Gender Equality.



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Requirements:

- Bachelor's degree in communications, journalism, or related field.
- A minimum of 1 year of relevant experience in a communications role is strongly desired.
- Proficiency in Social Media Management is strongly desired. Understand the best practices of main social media channels including Facebook, Instagram, Twitter, LinkedIn, etc.
- Must possess exceptional writing skills in English and be able to compose engaging and accurate content.
- Strong communicator who works well independently and with a team.
- Knowledge of Adobe Photoshop, InDesign, Illustrator and Canva is an asset.
- Knowledge of Telugu is an asset.
- Understanding of communications, public relations and marketing best practices.
- Ability to think strategically and identify ways to improve communication efforts.
- Must be resourceful and take initiative even when given minimal direction.

Application process:

Write to us at information@rdt.co.in with the subject line “Communications Officer (Gender Equality)”.

The application must include:

- A resume/CV.
- A cover letter outlining relevant experience, skillset and ideas for social media.
- Portfolio of previous social media work.

Note: Due to the volume of applications received, only shortlisted candidates will be contacted. We will not be able to respond to emails or phone calls regarding the status of your application.