

**Job Description:**

Position Details:

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

**Job purpose:**

Rural Development Trust is looking to hire a dedicated Campaigns Officer to join our team.

The Campaigns Officer will work on a large-scale Gender Campaign and 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 the campaign.

As a successful candidate, you should be able to think creatively and have excellent communication and interpersonal skills. A bachelor's or a master's degree in gender studies/ development studies/ communications-related fields is required.

**Responsibilities:**

- Develop, implement and evaluate campaigns and engagement strategies that achieve positive change. This includes designing and running events, liaising with stakeholders and attending meetings and events.
- Develop, write and edit marketing and communications materials, including press releases, blog posts and social media content with gender perspective/gender sensitivity.
- Liaise and network with national and international NGOs.
- Work with communications team members to conceptualize and implement communications strategies and campaigns.
- Track analytics and create reports detailing successes and failures of communications campaigns and provide gender inputs.
- Maintain digital media archives, including photos and videos.
- Coordinate the development of campaign materials in line with the organization's current strategic plan.

## **Requirements:**

- Bachelor's or Master's degree in gender studies/ development studies/ 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 leading social media platforms, including Facebook, Instagram, Twitter, LinkedIn, etc.
- Knowledge of Gender and Gender-based issues in India is mandatory.
- 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 the initiative even when given minimal direction.

## **What we offer:**

- A competitive salary package.
- Opportunity to work in a diverse international and multicultural environment.
- Exposure to the Development Sector at the grassroots level.
- Opportunity to work closely with teams in international offices in Spain, the USA, and Germany.

## **Application process:**

Write to us at [information@rdt.co.in](mailto:information@rdt.co.in) with the subject line "Campaigns Officer".

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.