

Job Profile: Content Writer

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| **Location:** | **New Delhi** |
| **Reports to:** | **Sr Consultant-Communication** |

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| **Section 1 | About Udayan Care** |
| “Udayan” is a Sanskrit word that means “Eternal Sunrise.” We strive to bring sunshine into  the lives of the underserved sections of society that require intervention. Registered in 1994 as a Public Charitable Trust, Udayan Care works to empower vulnerable children, women, and youth, in 36 cities across 15 states of India. Starting with one childcare home in 1996, Udayan Care has supported different disadvantaged groups by establishing more group homes, enabling girls’ higher education, providing vocational training and livelihood  programs, and advocating for better standards in institutional care and alternative care  space. In 29 years, we have directly impacted the lives of over 35000 children, women, and  youth as beneficiaries as well as lakhs more as indirect beneficiaries through our programs,  training, and advocacy efforts. This was made possible only through the support of like-  minded people, donors, partners, volunteers, and staff, who believed in our work and  mission. |

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| **Section 2 | Purpose of the Role** |
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| The role of the **Content Writer** is critical to the success of Udayan Care’s initiatives. This is an opportunity for a highly-motivated individual to play an important role in assisting in creating the brand image and voice for Udayan Care. The content writer has to be a person of great caliber with the flexibility, tenacity, and enthusiasm to help in developing internal and external communications of the organization.  Working in close collaboration with the Communication Head & other departments of Udayan Care, s/he will be accountable for gathering all information, success stories, etc.; writing all internal and external communications of Udayan Care, ensuring the consistency and engagement quotient of the messages; preparing social media posts and other communication designs and content.  The **Content Writer** will be playing a key role in fulfilling the communication Content need of the organization as per brand guidelines and building internal capability for the same at the organizational level. |



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| **Section 3 | Key Responsibilities** |
| **Content Writing**   1. Create communication deliverables for different platforms: both print and online, internal and external, catering to the visibility and branding needs of the organization at the local, national, and international levels. 2. Assist in supervising the design and production of specific publications for fundraising campaigns and donor acquisition, retention, and services. 3. Assist in the implementation of media action plans to establish and maintain relationships with and promote publications about Udayan Care’s work in mass media at the national level. 4. Writing presentations, blogs, features, etc., for the organization 5. Prepare monthly updates and reports, bi-monthly newsletters, and annual report.   **Business/Strategic**   * Work with the Communications head in accordance with the strategic direction approved by the organization. * To produce high-quality content that engages stakeholders and builds brand recognition. * Assist in implementing effective communication strategies that build a positive program image, increase brand awareness, and improve donor engagement.   **People**   * Develop and maintain a good relationship with different departments, program staff, across the organization and chapters, to collect stories and communication inputs, in a timely manner. |



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| **Section 3 | Key Responsibilities** |
| **Process**   * Work as per the strategy for communication department and management systems, to ensure work remains on track and effectively prioritized. * Assist in developing systems to ensure the gathering of data to develop  e-newsletters, website, online and offline campaigns, etc. * Ability to work successfully under pressure with the capacity to manage priorities and deliver work on deadlines. * Ability to handle software designing tools such as Corel Draw, photoshop, etc. will be an advantage |
| |  | | --- | | **Section 4 | Experience and Qualifications** | | **Experience**   * Around 2-5yrs years of work experience (with excellent English writing skills) * Proven work experience as a Content Writer, Copywriter, or similar role * Prior experience with an NGO (in Communications and Design) will be preferred * Experience in communication functions with multi-functional teams in complex, fluid situations, and communicating to a variety of audiences. * Experience of working on MS Office software like Word, Excel, PowerPoint, etc | | **Educational Qualifications**   * Graduation(any stream) preferably Masters in Mass Communications | | **Skills and Knowledge**   * Strong analytical skills * Strong communications skills, networking, and relationship-building skills to ensure strong internal & external communications across all stakeholder groups, and to build strong relationships with a wide range of individuals in public, private, corporate, and non-profit sectors. * Creativity and innovation to develop pragmatic solutions to address Communication challenges. * Exceptional stakeholder management skills | |

*Udayan Care is an equal-opportunity employer. Applicants and employees are not discriminated against because of race, religion, sex, national origin, ethnicity, age, mental or physical disability, sexual orientation, gender (including pregnancy and gender expression) identity, color, marital status, veteran status, medical condition, or any other classification protected by laws in India. Udayan Care accords the highest priority to its commitment to creating awareness, ensuring prevention, reporting, and response to all disclosures of abuse, violence, neglect, or exploitation or its threat for all children, young persons, and vulnerable adults that the organization is in contact with. Our CIRCA values, Code of Conduct and HR norms clearly regulate and ensure the implementation of the highest standards towards zero tolerance of any safeguarding concerns. We ensure that all employee, consultant, contractor, supplier, vendor, or resource person understands and signs off on our Child Protection Policy, the Safeguarding Policy, and all accompanying policies of Udayan Care.*

**How to Apply:** Please send your detailed CV to [**hrd@udayancare.org**](mailto:hrd@udayancare.org)

Contact Person: **(HR Coordinator)**

**Child Protection and Safeguarding Policy:** Any employee, consultant, contractor, supplier, vendor, or resource person, shall read, be aware and sign to comply strictly with the Child Protection Policy, the Safeguarding Policy, and all accompanying policies of Udayan Care. Udayan Care gives the highest priority to its commitment to creating awareness, ensuring prevention, reporting, and response to all disclosures of abuse, violence, neglect, or exploitation or its threat for all children, young persons, and vulnerable adults that the organization is in contact with. Our CIRCA values, Code of Conduct and HR norms clearly regulate and ensure the implementation of the highest standards towards zero tolerance of any safeguarding concerns.

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