

Job Profile: Content Writer

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| **Location:** | **New Delhi** |
| **Reports to:** | **Associate Director Communications** |

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| **Section 1 | About Udayan Care** |
| Family is the anchor for an individual’s emotional and physical well-being. A weakened family structure or absence of it hinders the development of an individual into a confident, strong  and emotionally balanced individual, who is capable of caring for his/her own family in the future.  Udayan Care was established in 1994 by Dr. Kiran Modi. Udayan Care’s single-minded focus is on strengthening the family structure and it also informs and drives the curation and design of it’s programmes – whether it simulates a family environment or supports them through providing for education, vocational skills and employability training to children and youth coming from lower socio-economic strata, so that they can  sustain and strengthen their families.  - Through the power of mentorship, we nurture children,who are orphaned, abandoned, and at risk, in the  warmth of a simulated family environment at our 17 Udayan Ghars, in 4 States. Once the children reach the age of 18 years, they move into our After Care Programme and continue with higher education or vocational training towards employment. So far more than 1500 children and youth  have been impacted through the programme.  - We support higher education of young girls whose families cannot afford it through the Udayan Shalini  Fellowship Programme. More than 11000 Shalinis from 26 chapters across India, have gone on to  complete their education since the programme’s inception in 2002.  - We empower under-served youth and adults to improve their employability skills at 16 of our Information  Technology and Vocational Training Centres across Delhi NCR, Kurukshetra (Haryana), and Srinagar  (Uttarakhand). The plan is to roll out more centres  across other states in the coming years. - We are working with State governments of Bihar and MP  to develop demonstrable models of Aftercare, in partnership with UNICEF.  - Our Aftercare Outreach Programme started in 2020, caters to youth coming out of other Child Care  Institutions. It encourages them to create associations and self-help groups which provides them with learnings  and support of shared experiences.  Udayan Care advocates for children&#39;s rights in alignment with the Indian Constitution, the United Nations Convention on the Rights of the Child (UNCRC), and the Sustainable Developmental Goals, in its programmes, as well as through its efforts in advocacy, research, publications, and by organizing and participating in seminars and conferences, and through training, child care cadres in standards of Alternative Care. |

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| **Section 2 | Purpose of the Role** |
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| The role of **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 manager will be a person of great caliber with the flexibility, tenacity and enthusiasm to help in develop internal and external communications of the organisation.  Working in close collaboration with the Communication Head & other departments of Udayan Care. s/he will be accountable for gathering all information, successtories, etc.; assisting in all internal and external communications of Udayan Care, ensuring its message is consistent and engaging; preparing social media posts and other communication designs and content.  The **Content Writer** will be playing a key role in fulfilling communication Content of the organization, as per brand guidelines and building internal capability for the same at organizational level. |



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| **Section 3 | Key Responsibilities** |
| **Content Writing**   1. Ensure implementation of communication deliverables on different platforms: both print and online, internal and external, in keeping with the needs of the organization to make the organization visible at the local, national and international levels. 2. Assist in supervising the design and production of specific publications for fund raising campaigns, and for donor acquisition, retention and services. 3. Assist to implement media action plans to establish and maintain relationships with and promote publications about Udayan Care’s work in mass media at national level. 4. Making organizational level presentations, blogs, facebook and other social media posts 5. Plan and manage the design, content, and production of materials for advocacy. 6. Prepare monthly updates and reports, bi-monthly newsletter, annual report   **Business/Strategic**   * Work with the Communication Head as per strategic direction approved for Communications for Udayan Care * To produce high-quality content that engages stakeholders and builds brand recognition. * Assist to implement effective communication strategies that build program image positively, brand awareness, and donor and public satisfaction.   **People**   * Develop and maintain strong relationships with all the different departments, programme staff, across Udayan care chapters to be able to gather right material in time and to support collaboration and cross- organizational working. * Periodically orient new joiners & staff members on brand guidelines and brand voice. |



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| **Section 3 | Key Responsibilities** |
| **Process**   * Work as per the planning for communication department and management systems to ensure work remains on track and effectively prioritized. * Assist in developing systems to ensure gathering of effective data across the functions, developing effective material from the same, whether for E-newsletters, website, on-line and off-line campaigns, etc. * Assist in ensuring that all aspects of Udayan Care’s functioning in terms of Comms fall within the legal framework of the law of the land in general, especially in terms of Child Protection Policy and Media Policy on children * Working within existing structures and defined key functional areas |
| **Section 4 | Experience and Qualifications** |
| **Experience**   * Around 2-4yrs years of work experience (with excellent english writing skills) * Proven work experience as a Content Writer, Copywriter or similar role * Prior experience in an NGO in Communications an Design will be preferred * Experience of communications functions with multi-functional teams in complex, fluid situations, and communicating to a variety of audiences. * Experience of working on MS Office softwares like Word, Excel, Powerpoint etc |
| **Educational Qualifications**   * Masters in any stream preferably Masters in Mass Communications |
| **Skills and Knowledge**   * Strong analytical skills * Strong communications skills, networking and relationship building skills to ensure a 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. * The intellectual creativity and innovation to develop pragmatic solutions to address Communications challenges. * Exceptional stakeholder management skills with the ability to Effective |



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| **Section 3 | Key Responsibilities** |
| interpersonal skills to work with others   * Ability to work successfully under pressure with the capacity to manage competing priorities and deliver to deadlines. * Ability to handle software designing tools such as Corel Draw, photoshop etc. will be an advantage |

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.

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

Contact Person: **Mahak (HR Coordinator)**